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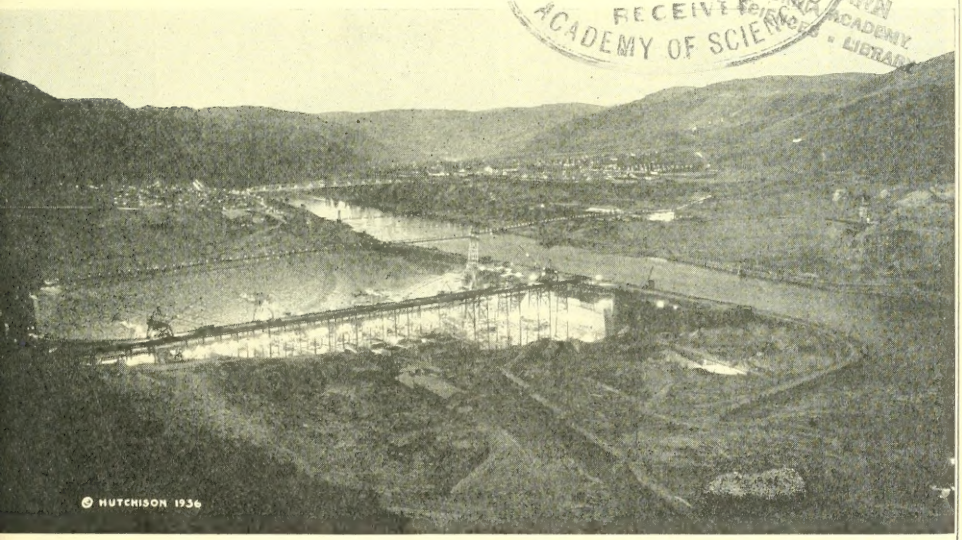
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THE FOCUS

Published Monthly in the Interests of Professional Photography

VOL. XIV JANUARY, 1938 No. 1

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Grand Coulee Dam by Moonlight

Published by

HIRSCH & KAYE
SAN FRANCISCO



VELOUR BLACK

For Prints by projection

SPEED - QUALITY - SIMPLICITY

PRINTING speed for time-saving, contact-paper simplicity for convenience . . . and quality — a quality that brings crisp and brilliant tones, with no trace of haze or "mist."

These are the basic features that have made Velour Black a favorite with professional and amateur alike, for prints by projection. Its popularity is reflected in the 25 Velour Black varieties of the present: 22 paper stock surfaces—8 obtainable in four contrasts—and in the Velour Black Specials—ADLUX, IVORA and CANVAS.

Descriptions
Surfaces—Grades
Formulas
DEFENDER BOOK
on request

DEFENDER
PHOTO SUPPLY
COMPANY, INC.
Rochester, N. Y.

THE FOCUS

Prepared and Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE

239 Grant Avenue, San Francisco

The Largest Independently Owned Photo Supply House in the West

VOL. XIV JANUARY, 1938 No. 1

Introducing—



JAMES E. MCGHEE

. . . Rochester, N. Y.

Meet the new sales manager of the Eastman Kodak Company. Mr. McGhee joined the Eastman staff in the summer of 1920 after a brilliant career with the American Expeditionary Forces in France. For 6½ years he was a demonstrator in the medical division, specializing on X-ray film and medical photography. In 1927 he was transferred to the Chicago branch as assistant branch manager.

In 1931 he was recalled to Rochester and placed in the sales planning department. The following year he was appointed assistant to Mr. Herman C. Sievers, at that time general sales manager. When Mr. Sievers was elected vice-president of the Eastman Kodak Company, in charge of sales and advertising, Mr. McGhee became assistant general sales manager and directly in charge of the sales policy of the Kodak Company. His appointment as general sales manager became effective December 24, 1937.

It has been the pleasure of many of the Hirsch & Kaye associates to be personally acquainted with the men who in the past have guided the sales policies of the Eastman Kodak Company and we congratulate Mr. McGhee upon his advancement to the important position he now occupies. We submit this article to FOCUS readers because we know that no important change can take place in the field of manufacture or distribution of photographic supplies without photographers experiencing the results. We wish Mr. McGhee and his associates every possible success.

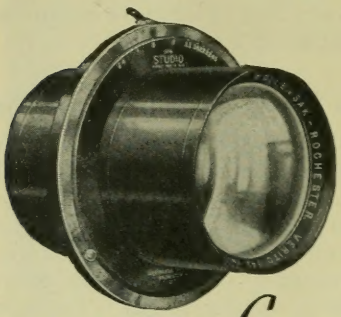
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That is the best solitude that comes closest in the human form — your friend, your other self, who leaves you alone, yet cheers you: who peoples your house or your field and wood with tender remembrances; who stands between your yearning heart and the great outward void that you try in vain to warm and fill; who in his own person and spirit clothes for you, and endows with tangible form, all attractions and subtle relations and meanings that draw you to the woods and fields. What the brooks and the trees and the birds said so faintly and vaguely, he speaks with warmth and directness. Indeed, your friend compliments and completes your solitude and you experience its charm without desolation.—JOHN BURROUGHS.

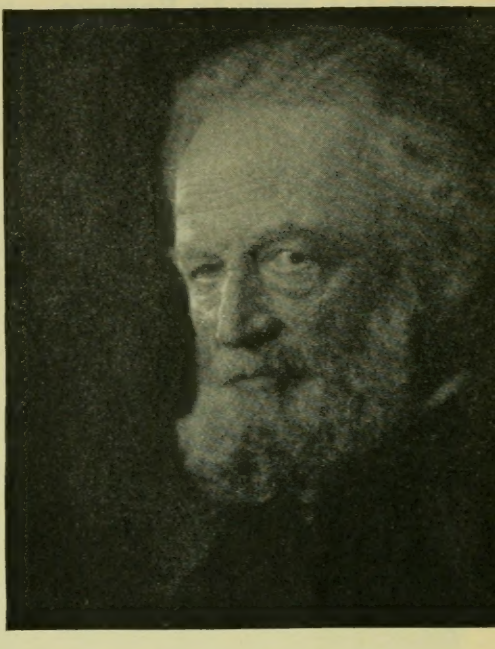
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Voice Photographed

High speed movies of the little known vibrations of the human vocal cords, taken at the rate of 4,000 frames a second, were exhibited for the first time publicly at the meetings of the Acoustical Society of America at Ann Arbor. By capturing vibrations of the vocal cords, the movies may help decide whether cords or mouth shape control speech characteristics.



Here's the Lens—



WOLLENSAK'S VERITO

AND THE 1936 PRIZE WINNING PORTRAIT

MADE WITH IT BY JOHN ERICKSON OF ERIE.

WRITE FOR FREE CATALOG

WOLLENSAK OPTICAL COMPANY

ROCHESTER, NEW YORK

WOLLENSAK

Amazing Speed

SURPASSING by far all previous standards for high-speed photographic materials, Agfa presents two new additions to the line of Agfa cut films. These new films, SUPERPAN PRESS and SUPER PLENACHROME PRESS, possess an almost unbelievable speed — unrivalled for press work and other fields of photography where light is at a premium and shutter speeds must be fast, lens openings small. This revolutionary achievement in photographic manufacturing has been attained without sacrifice of brilliance, grain, latitude, clarity or keeping qualities.

SUPERPAN PRESS—Four times faster than regular Superpan film and other "Supersensitive" type films, this panchromatic material establishes a new conception of speed in photographic work. The new film is well worth the somewhat higher price, for it permits lens openings *two stops less* than that formerly necessary and therefore brings within the range of your camera many subjects that were formerly impractical to photograph. For work with Photoflash outfits corresponding decreases in exposures can be made over those formerly used. In many instances it will be found practical to substitute the smaller No. 10 Photoflash for the regular No. 20 size. Subjects normally illuminated by Photoflood lamps may be photographed with faster shutter speeds, smaller lens openings or with ordinary Mazda lamps serving as a light source. Unusual speed has been achieved in SUPERPAN PRESS without detriment to other desirable film characteristics of brilliant contrast, latitude, halation protection and grain.

SUPER PLENACHROME PRESS—Nearly equal in speed to Agfa Superpan Press, this orthochromatic film is three times as fast as Agfa Super Plena-Press which it replaces—yet it can be developed in red safelight illumination. With somewhat softer gradation than Superpan Press, SUPER PLENACHROME PRESS will prove ideal as a "super-speed" film for outdoor work when the characteristics of an orthochromatic film are preferred. No sacrifice of contrast, latitude, anti-halo properties, keeping quality or grain has been made in obtaining the extreme speed possessed by this remarkable orthochromatic film.

LIST PRICES

	Superpan Press	Super Plenachrome Press
3¼x4¼ in.	$ .95	$ .65
9x12 cm.	—	.80
4x5 in.	1.25	.90
5x7 in.	2.00	1.45
8x10 in.	4.45	3.20

←❖→

Model C Mendelsohn Speedgun

THE Improved Model C Mendelsohn Speedgun is priced at $15.75. The new outfit will be chromium plated instead of nickel as before and a permanent lens board bracket is included in addition to the regular or side bracket. The advantage of the permanent bracket is the fact that it permits the user to raise or lower the camera lens board without reference to the position the magnetic tripper must occupy.

It also permits the user the advantage of a single magnetic tripper on any number of shutters without having to resychronize each shutter. It likewise permits the use of magnetic tripper directly above the lens board of View or Studio Cameras.

←❖→

Back curling of prints is easily done by placing them on a sponge rubber pad face down and going over them with a glass rod or rolling pin. Prints should be dry when this treatment is used.



GENERAL ELECTRIC
EXPOSURE METER
For Still and Motion Picture Cameras

THE General Electric Exposure Meter is the result of many years of experience with light, especially with measurement of the strength of light. This photo electric cell exposure meter contains several distinctive features.

The upper portion of the meter telescopes over the lower, making the instrument more compact in size. This feature protects the dial and sensitive mechanism when not in use. The meter, however, is instantly available for use. The dial is so arranged that the needle will simultaneously indicate the lens opening for any one of 4 different shutter speeds. For purpose of standardization, Weston film ratings are used. If film with reading of 16 is used no additional calculation for reading is necessary. A simple and practical calculation table attached to the upper portion of the meter enables one readily to obtain the reading for film of any speed that may be used.

The protective cover over the photo electric cell opening is left in place for normal lighting conditions. When the cover is raised, however, the reading is multiplied by 10 and is obtained from the opposite side of the dial. This permits accurate readings under the most unfavorable lighting conditions.

Entirely aside from its usefulness as an exposure meter, the General Electric Meter is likewise an efficient foot candle meter. It quickly determines illumination in the home, in the office or in the factory. Industrial firms which have production problems and photographic activities, therefore, will find this to be a double duty meter.

PRICE $19.50
Leather Case . . . $1.50

Dealer orders invited by
HIRSCH & KAYE
DISTRIBUTORS



Hillyer C. Warlick; Macon, Ga.
Negative on HAMMER Portrait

PICTURES THAT SELL

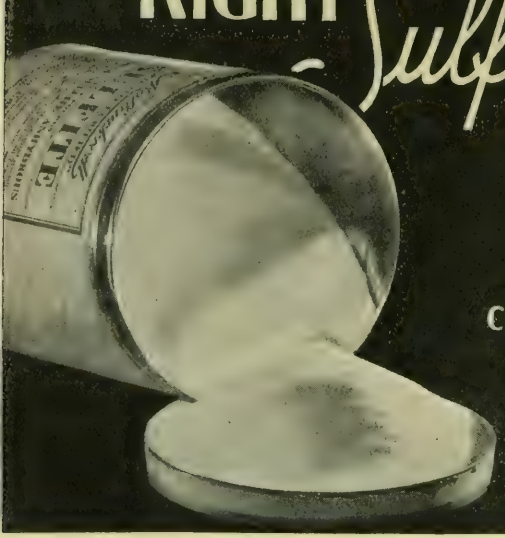
Psychologists say that a baby picture has more attention-value than any other type of illustration. Photographers say that a reputation for *good* baby pictures can build an immeasurable amount of goodwill and profitable business for a studio.

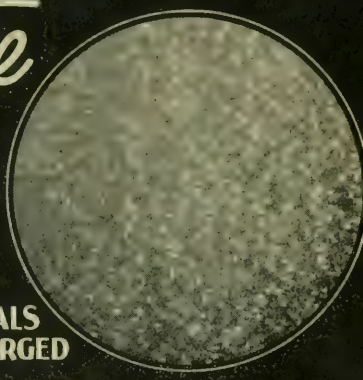
To help you get the utmost in naturalness, beauty, and charm out of your baby pictures—and to help you create pictures that sell—we urge the use of HAMMER Portrait Ortho, Super Sensitive Ortho, or Blue Label. Both you and your customers will appreciate the added quality.

Your Supply Dealer has HAMMER Materials

HAMMER DRY PLATE & FILM CO.
SAINT LOUIS

RIGHT Sulfite





CRYSTALS ENLARGED

As our series of historic advertisements, for the past two years have reminded you, the development of such a product as this was not the result of a day or a year, but of many years. Seventy years ago, when photography was young, Mallinckrodt Chemicals had a place upon good photographers shelves

Why . . .

Purity and uniformity, carried to the limit of modern methods has produced a Sodium Sulfite that is extremely refined, with crystals exceptionally uniform and brilliant. This accounts for its free-flowing property, for its dissolving quickly and making crystal clear solutions. As near as human skill can make it Mallinckrodt Sodium Sulfite is both CHEMICALLY AND PHYSICALLY PERFECTED PHOTO-PURIFIED. Specify "Mallinckrodt" when you order.

Mallinckrodt

CHEMICAL WORKS

SECOND AND MALLINCKRODT STS. ST. LOUIS, MO.

72-74 GOLD ST. NEW YORK, N. Y.

CHICAGO PHILADELPHIA TORONTO MONTREAL

NEWS ITEMS

Mr. and Mrs. J. D. Goodrich of Yreka were among the first of our out-of-town visitors to call on us after Christmas.

J. B. W. Turner of the MacMillan Studio, Vallejo, was the second visitor.

Both reported a satisfactory Christmas season.

* *

H. A. Staples of Chico, and a former San Francisco dealer, was in San Francisco with his son for an after-Christmas holiday. Young Staples is an aviation enthusiast and already has several solo flights to his credit.

* *

Paul Hollingshead of Woodland was in San Francisco for a brief vacation.

* *

We were glad to welcome **Mr. and Mrs. Brinsmead** of Reno, who called on us after the holidays. Mr. Brinsmead reported that he had a number of sales for more than the average number of photographs, indicating that many people gave their photographs exclusively as gifts. He also mentioned that his season had started quite early.

* *

Lyle Rennick spent several days in San Francisco as compensation for his efforts during the busy season.

* *

Paul Strahm, who is now located in San Rafael, called on us after the holiday season. At one time Mr. Strahm was located in the Mission district of San Francisco, and later in Reno.

* *

Daniel Freeman of Monterey took time out on his San Francisco visit to call on us. Jerry showed us a most interesting greeting card he received from Mr. Freeman.

Mr. and Mrs. Thoreson of Alturas spent several days in San Francisco to properly start the New Year. The Thoreson Studio suffered damage to equipment and stock during the floods of early December. But, thanks to a suggestion previously obtained from "The Focus," they had purchased an all-coverage insurance policy which reimbursed them for their losses.

* *

Mr. and Mrs. James McKay Wright of Chico observed the New Year in San Francisco, celebrating with friends.

* *

Mr. and Mrs. J. H. Eastman of Susanville were recent visitors, combining pleasure and business.

* *

Mitchell W. Allen and family drove up from San Luis Obispo to spend several days in the city.

* *

Frank Webb of Hanford, and his daughter, were among our after-Christmas visitors. Mr. Webb recently completed a very interesting motor tour of Mexico.

* *

W. G. Connell, who recently sold his studio in Dinuba, paid a surprise visit. Mr. Connell has made a substantial recovery from his recent illness.

* *

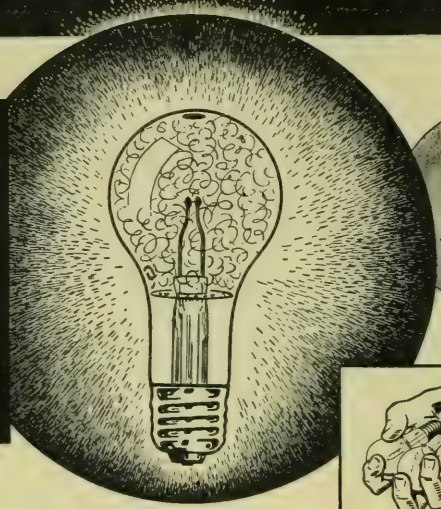
It was a pleasure to welcome **Mr. Fry** of **Par Photo Service,** San Jose. Mr. Fry is apparently making substantial progress.

* *

George W. Deacon of Portland was a recent visitor. Mr. Deacon is a former San Francisco photographer, specializing in child photography. Now he photographs little children and big.

HERE IS THE BULB YOU WOULD HAVE DESIGNED FOR PRESS AND SPORTS PHOTOGRAPHY

SUPERFLASH
NO. 1
Smallest Professional FLASH BULB EVER MADE



PERFECT FOR HIGH SPEED Synchronizing



HERE is the baby bulb that press photographers have dreamed about for years — a sturdy, tiny professional bulb. Twelve fit into each coat pocket with ease, while thirty can be carried in a size 7 hat.

It synchronizes perfectly, even at highest shutter speeds, and is recommended especially for close-ups of action shots and distances up to 18 feet. Exceptional results are secured when used with the new high speed "press" films such as the Super Pan Press and Super Plenachrome Press that Agfa Ansco has just put out.

Teamed with these latter two types of film, Superflash No. 1 is ideal for general news assignments, for portraits, for high speed action at synchronized high speeds, and for the "grab shots" of candid photography.

On routine shots at 1/200th of a second, distances 8 to 10 feet, Superflash No. 1 produced brilliant negatives with the camera lens stopped way down to F/32 and F/45. In a laboratory test of twelve exposures made by a nationally-known photographic authority, at synchronized high speeds to 1/400th of a second, not one negative was undertimed, not one exposure lost, and every shot was perfectly synchronized without pre-adjusting the synchronizers. Manufactured by the Wabash Photolamp Corp., Brooklyn, N. Y.

LIST PRICE — 20¢

Order Now From

HIRSCH & KAYE

Largest Independently Owned Photo Supply House in the West

239 GRANT AVENUE SAN FRANCISCO

Victor Negative Albums

THE Victor Negative Album will receive negatives up to and including 9x12 cm. or 3½x4½ inches. The album is made of serviceable black leather and consists of ten individual pouches, each distinguished by a letter. In each pouch is placed an arrangement of ten individually and consecutively numbered glassine transparent negative preservers hinged at the bottom. An indexed card with spaces for 100 entries enables one to quickly find any desired negative. The most original and most effective negative album made.

Price..... $1.50

←⁂→

Stainless Steel Tongs

Stainless Steel Tongs will be appreciated by anyone who handles prints in photographic solutions. They are not affected by chemicals and unlike wood tongs, do not deteriorate in service. The tongs are practically 8 inches long and are smoothly finished so no injury will be caused to the most delicate photographic surface. Attractively finished in bright stainless steel they will create interest if displayed.

Price..... 25¢

←⁂→

Cadmium Clip

The Cadmium Clip is made of photographic solution resisting Cadmium plated metal. The spring is a powerful "U" shaped spring which insures constant pressure. The teeth are very small and uniform. Holes in the upper part of the clip permit running a string through the clip and a folding hook enables one to hang the clip over another hook or a line. Excellent for roll film or cut film.

Price..... 15¢ each

Dealer orders for these three items invited

New Faster X-ray Developer

EASTMAN now presents a much more rapid X-ray developer—Kodalk X-ray Developer Powders. With it, time can be saved in processing films, or exposure can be reduced and the useful life of costly equipment extended. This accomplishment of years of investigation in Kodak Research Laboratories is another major Eastman contribution to economy and efficiency in radiographic routine.

Kodalk Developer solution is prepared by merely dissolving the properly compounded chemicals in water according to simple directions that are supplied with each package. If it is desired to save time in developing, at 65° F. the optimum interval of 5 minutes is shortened to 3½ minutes; a 6-minute interval is changed to 4½ minutes. On the other hand, exposures may be reduced 25% with no alteration of regular processing procedure.

The action of Kodalk X-ray Developer is stable, uniform . . . the solution has exceptionally long life. Brilliant radiographs of desired density are assured by following simple, standardized processing routine.

Kodalk X-ray Developer Powders are patented for your protection. They are supplied in containers to make 5 gallons and 1 gallon of solution, and cartons containing 6 packages of powders, each of which will make 12 ounces of solution. Switch to Kodalk today, and save.

Container to make 5 gallons of solution	$3.50
Container to make 1 gallon of solution	.85
Carton of 6 packages, each to make 12 ounces of solution	.60

←⁂→

It is expected that more than 2,600,000 motoring tourists will visit the 1939 World's Fair of the West, driving 830,000 automobiles.

Gevaluxe
Velours

THIS new, *patented* paper is so totally different from any other that it beggars description. To appreciate its revolutionary character, you must inspect an actual print, and see for yourself the extraordinarily stereoscopic effect which Gevaluxe lends to a picture. Prints may be seen at Hirsch & Kaye's, San Francisco.

The Gevaert Company of America, Inc.
6368-70 Santa Monica Boulevard
Los Angeles
New York—Chicago—Toronto

Hirsch & Kaye carry all Gevaert Products

Expert Retoucher · Etcher

Mail Orders Promptly Attended To

A. SHAPIRO

Moved to 334 FUNSTON AVE.

SAN FRANCISCO, CALIF.

Phone BAYVIEW 9925

RETOUCHING

By expert of years
of experience

MAIL ORDERS SOLICITED
Prompt Service. Prices Reasonable

MATILDA S. RANSDELL
760 Fifth Avenue San Francisco
Telephone BAyview 4584

A. K. DILDILIAN

Artist · Retoucher

339 NORIEGA ST. SAN FRANCISCO
OVERLAND 6820

Better

Photo Retouching and Art
Coloring · Miniatures ·
Commercial Coloring

Best of Service

SPECIALIZING IN SCHOOLS

EMERSON BEERS
714 HEARST BLDG. SAN FRANCISCO

STERLING TAN

SAVE overhead and o
That spells PROFIT
Amateur Finishing Outfits
Circuit W
Large Daily Output Low
Made of finest PORCELAIN
STERLING PHOT
BEAVER FAI

Ask your Dealer for prompt shipment or write us.



WANT
Small Photo Fini
with
Small Amount of P
he.

If you desire to sell, su
BOX 27



a special a
holds with a
yet cannot w
New larger t

"Sussman Mount

ASK OUR SALESMAN TO SHOW YO



POWELL EASEL

Linen Effect Coated Stocks

Gray and Neutral — Crushed Edge Underlay

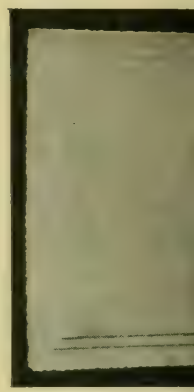
Silver and Black — Gold and Black

Slip-In Style

An unusual bevelled edge effect around print which admirably sets it off. Its appearance advertises your work to the best advantage.

Print Size	Outside Size	Price Per 100
3 x 5	5⅜ x 7⅝	$ 8.00
4 x 6	6⅛ x 9	9.50
5 x 7	7⅛ x 10⅛	10.50
8 x 10	10 x 13½	18.00
10 x 8	12½ x 11	18.00

Sample on receipt of 10 cents



JORDA

White an

De

Platinum Ink Borde

Sinking

S

A strikingly different
your customers. Soft
mirably suited for thos
and appearance.

Print Size	
3 x 5	
4 x 6	
5 x 7	
8 x 10	1
10 x 8	1

Sample on

In stock at H

...e Are Paramount"

A SAMPLE OF THESE NEW NUMBERS



...N FOLDER

...dia Rag Stocks
...d Edges
...nd Bevelled Inner Plate
...ound Opening
...n Style

...der which will appeal to all ...nd rich in appearance, ad- ...ho prefer the best in quality

...side Size	Price Per 100
... 8	$ 7.00
... 9¼	8.50
... x 10¾	10.50
... x 14	15.50
... x 11⅝	16.00

...eipt of 10 cents



MAPLE EASEL

Three-Piece Easel — Gray and Neutral
Black and Gold — Black and Silver
Coated Stocks
Straight Edge Underlay
Slip-In Style

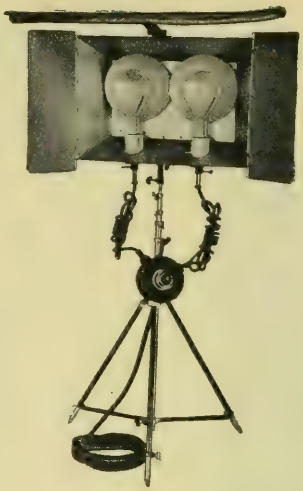
A distinctly novel style of easel with an oval effect, which should be an asset in your sale of pictures for babies and school work. Its sparkling effect should attract them immediately.

Print Size	Outside Size	Price Per 100
3 x 5	6⅞ x 8⅛	$ 9.00
4 x 6	7⅞ x 9⅝	11.00

Sample on receipt of 10 cents

...RSCH & KAYE

No. 39D
SUN RAY OUTFIT



A distinctly new type, featuring modern engineering perfection in lighting equipment. Effective, efficient, economical.

Has controlling switch, 12-foot tripod, (also supplied with studio stand), diffusing curtain, carrying case. Takes two No. 4 photo flood or two 1000 watt T-20 bulbs.

PRICE **$50**

NEWTONE Restores Faded Photos

Returns faded photos to the original black and white regardless of how much they have faded, whether bromide, developing out paper, or any print in which the silver image has faded due to sulpherization, or will return sepia prints to black and white.

You will be AMAZED at this wonderful transformation when you see the finished photographs.

NEWTONE INCREASES PROFITS!

Think of the possibilities for MORE MONEY and BETTER WORK when you can renew a faded photo before making a COPY.

MANY PEOPLE have FADED PHOTOS and would PAY MOST ANY PRICE to have them RESTORED.

Complete unit of four bottles will make four gallons of solution at

Price $3.00 Per Unit

HIRSCH & KAYE *have it*

Eastman Print Straightener Model C

A NEW model of the Eastman Print Straightener, the Model C, is now available to replace the former model, which is hereby discontinued.

Prints are held against the belt by means of a monel wire screen, instead of the former guide wires.

The older models of Eastman Print Straighteners can be changed to correspond with the Model C by means of Conversion Outfits, one for each of the former models. Orders for Conversion Outfits should plainly state whether the Straightener to be converted is the 12-inch or 15-inch.

Eastman Print Straightener—Model C.....$175.00 List

Outfits to convert former models Eastman Print Straighteners to Model C..... 15.00

The Front Page

The picture on the front page was made by R. R. Hutchison, Pullman, Washington. The picture received a blue ribbon and honorable mention award in the 1936 National exhibit. We are grateful to Mr. Hutchison for his permission to reproduce this picture of the largest structure in the world. The amount of concrete poured exceeds that of Boulder Dam by a considerable amount.

Howard C. Tibbitts

Another of San Francisco's pioneer photographers was taken from the list of active photographers by the death of Howard Clinton Tibbitts on December 27.

Mr. Tibbitts was well known throughout the West. He was a founder of the California Camera Club, and was actively associated with Sunset Magazine since 1898. At one time he was official photographer for the Southern Pacific Railroad, "Save the Redwoods", and other organizations.

Position Wanted

Press and publicity photographer with considerable experience in the Northwest desires a position. Has Speed Graphic and Series D Graflex with suitable lenses. Excellent references.

BOX 308 THE FOCUS

Photographer—lab, studio and field—still and motion; industrial and commercial, aerial survey and oblique. Business agent; promotional and publicity. Want—permanent, responsible connection—foreign or local. Alert and progressive. Free—White and thirty-three.

BOX 157 THE FOCUS

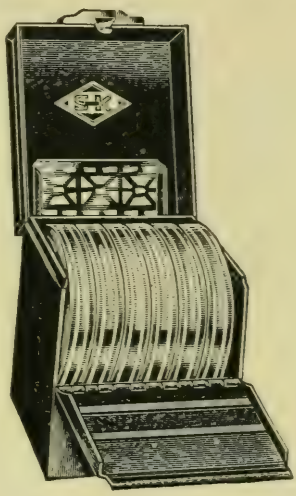
Information Wanted

Information is desired about E. L. CHAPIN, formerly of Hailey, Idaho. His address will be appreciated.

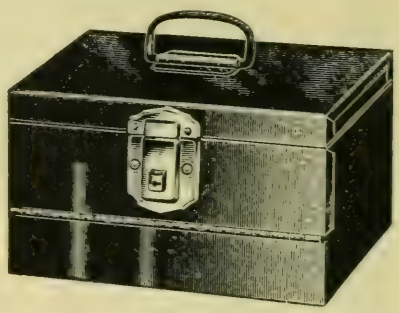
Cloths used to clean and polish lenses should be first laundered. New cloth is slightly rough and is liable to scratch the glass.

ALL METAL HUMIDOR

S-K REEL CASE



The ideal case in which to pack, carry and store 8 m/m and 16 m/m film.



The S-K REEL CASE is of all steel construction with welded seams — nickel plated fittings and lock with key. Black Wrinkle finish. Should last a lifetime.

The S-K REEL CASE has become popular with professionals and amateurs because it utilizes every available inch of space, allowing a compact, divided interior so that films are firmly in place even if the case is not filled to capacity.

OFFERED IN FOUR SIZES:

No. 68 for Six 200-foot Reels of 8 m/m film.

No. 128 for Twelve 200-foot Reels of 8 m/m film.

No. 60 for Six 400-foot Reels of 16 m/m film.

No. 120 for Twelve 400-foot Reels of 16 m/m film.

DOUBLE THE LIFE OF YOUR FILMS

No. 68 ..... $2.20
For 6 - 8 m/m Reels, Size
5½"x5½"x4½"

No. 128 ..... $3.00
For 12 - 8 m/m Reels, Size
5½"x5½"x8⅝"

No. 60 ..... $2.50
For 6 - 16 m/m Reels, Size
7½"x7½"x7"

No. 120 ..... $3.75
For 12 - 16 m/m Reels, Size
7½"x7½"x14"

Dealer orders invited

Eastman Kodak Company Announces

Kodak Retina II

A NEW modern 35 mm. miniature camera for black-and-white and full color Kodachrome pictures — the Kodak Retina II—is announced by the Eastman Kodak Company.

Similar in size and styling to the original f.3.5 Kodak Retina I, this new member of the Retina family incorporates a number of technical advances, particularly in lens speed, flexibility of operation and "error-proofing."

It offers a choice of high-speed anastigmat lenses, either f.2.0 or f.2.8; is equipped with coupled range-finder focusing, shutter speeds from 1 full second to 1/500, body shutter release, and double-exposure-prevention device.

The body is of die-case aluminum alloy, and is covered with tough-surfaced black morocco-grain leather. Film controls, exposure-count dial, and shutter release are mounted on a trimly-styled monitor turret finished in satined chromium. This turret also houses the coupled range-finder and telescopic eye-level view finder. On the opposite side of the camera is a built-in depth-of-field scale.

The camera opens with light pressure on a push-button bed latch, lens and shutter rising automatically and locking in picture-taking position as the bed is lowered. Lens and shutter are mounted on a focusing helix, moved by means of a large milled knob placed conveniently to the finger tips.

The shutter is a Compur-Rapid, marked for nine speeds from 1 second to 1/500 second. Exposures timed at intermediate speeds may also be made between 1 second and 1/100 second (except between 1/10 and 1/25), by setting the shutter-rim dial between the markings.

Shutter plunger and film-winding knob are coupled so that once the shutter is tripped, the film must be wound before the shutter release will operate again. This gives positive protection against double exposures. The film winding knob is halted automatically by a dead-stop device when the proper amount of film for another exposure has been wound into place.

The range-finder is of the double-image or coincidence type. As the lens-focusing knob is moved, two images are seen in the range finder field and when these two images coincide perfectly, the object is automatically in sharp focus.

Both the f.2.0 and f.2.8 lenses supplied in the Kodak Retina II are of 50 mm. (two inch) focal length, the length regarded as giving the most satisfactory angle of view for the 1x1½ inch film size.

A tripod socket is inserted in the base of the camera body. Accessories available soon will include three supplementary lenses for closer work than the 3½-foot focusing minimum; four filters (N-1, light yellow; N-2, medium yellow; N-3, green, and N-4, orange) and No. 5 Pictorial Diffusion Disks and Diffusion Portrait Attachments. All these will be supplied in screw-in mounts. The supplementary lenses permit working as near as 11⅜ inches to an object, or even closer if two of these lenses are used in combination.

Kodak Retina II is sold with a tan bridle-leather sportsman's field case, in order to insure the protection that a camera of this precision and finish demands. The field case is of the ever-ready "action" type, with drip front and neck straps. With case, Kodak Retina II with f.2.0 lens will retail for $140, and with f.2.8 lens, $115.

IRWIN MAGAZINE LOADING 16mm MOVIE CAMERA



MAGAZINE LOADING

Other Sensational Features

- EXCELLENT ACHROMATIC LENS
- OPTICAL SPY FINDER
- FOOTAGE INDICATOR
- CONVENIENT CARRYING STRAP
- PRECISION BUILT
- COVERED WITH BLACK LEATHERETTE AND TRIMMED WITH CHROMIUM
- FIXED FOCUS
- SILENT MOTOR
- GUARANTEED FOR ONE YEAR

Price — $12.50

MAGAZINE FILM

30 feet Ortho	$ .59
40 feet Ortho	.79
30 feet Panchromatic	1.29
40 feet Panchromatic	1.59

(Processing extra)

The New

IRWIN "ZEPHYR" PROJECTOR

$18.00



FEATURES: Motor-Driven, 250-watt Prefocus Concentrated Bulb, 400 feet Film capacity; Invisible motor; Forced Draft Ventilation; Air Conditioned lamphouse; Quick Framing Device; Variable Speed Control; Hi-Speed Motor rewind; Tilting Device; Fan type shutter; Steady Brilliant Pictures; Fully guaranteed.

Dealer orders invited.

Principle in Business

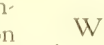
PRINCIPLE is making its way back everywhere. Many lament the passing of the old type of business man who built the country—the man whose moral inheritance and social sense and strength of high American tradition made him a bulwark—the type of man whose goods were for sale, but not his principles. The growth of impersonal corporations was thought to have done for him. There need be no lament—that man still is here, always has been here; but under the terrific bludgeoning of the supposedly new ideas that temporarily dominated popular imagination, he had his moments of self-searching to see whether *he* was wrong and *they* right, whether they represented progress and he the obsolete past. Well, he has settled that. He knows that he was in the main stream of progress all the time, and the other thing was a deviation. His lifelong principle is confirmed and his strength is restored.

. . . Principle is a man's greatest asset. Weaken his principle and he is defenseless on every side. Principle enables a man to *stand*—against every bribe and every threat, to *stand*. Under the bewilderment and exhaustion caused by the refined cunning of persistent psychological assault—to *stand*. Many have compromised these days, saying: "We know it is wrong, we know it can't last long, it will fall of its own weakness; but we will go along with it. It is safer to conform than stick out your neck"—and every time this was said, something of the national heritage was surrendered. Principle doesn't know that language. It knows that the right way is the only possible way through.

We all have seen strong, brilliant, resourceful men fail for lack of but one quality, principle. The unprincipled man is not usually of crooked intention, he only lacks a central, compelling standard—a man minus a moral spinal column—he cannot *stand*. And we all have seen men who lacked brilliance and many natural advantages, not clever men but useful men, not smart men but sound men, who in a crisis of patriotism or policy were able to *stand*—not because they were exceptionally strong, but because *principle* stood up strongly in them. It is principle or lack of it that makes men strong or weak. A man of principle will look at you in surprise if you praise his stand for what his inmost being says is *right*—look at you in surprise!—he *could not* have done anything else had he wanted to. He cannot abandon principle any more than he can abandon the color of his eyes. It holds him, as much as he it. There he stands, himself and principle so vitally one, he can do no other.

And that is growing. The country is more vibrant with it. Quite ordinary business men are becoming more than ordinary business men in the newly recovered strength of *principle*. And that, of course, is the recovery on which all other recovery depends.

W. J. CAMERON.



When photographing store windows, a pocket flashlight can be used to determine the angle of least reflection. By moving the flashlight around near the camera, the spot where the reflection of the flash is smallest can be deduced. A spot where the flash interferes least with the window display should be selected. Much troublesome work on the negative can be avoided in this manner.



When a hydrometer is used for tests, care should be taken to see that the instrument is accurate. The paper scale in the tube is liable to slip and the readings are thus inaccurate. The hydrometer should be tested frequently in pure water where it will register zero if it is correct.

FOR SCHOOL WORK . . .



THE SHADOWGRAPH

(Three-Piece Inslip Easel)

This is one of many splendid styles especially suitable for school work, contained in the following Sample Sets offered through your stockhouse:

Offer No. F-34 . . . An assortment of 25 easels and folders 3x4 size only.....$ .80 postpaid

Offer No. F-35 . . . An assortment of 26 easels and folders 3½x5 size only.....$1.00 postpaid

Order a set from your stockhouse today

EASTMAN KODAK COMPANY

[TAPRELL LOOMIS DIVISION] CHICAGO, ILLINOIS

Jerry's Corner



By Himself

As soon as the big rush was over, Manuel sent me to the stock rooms to help get ready for inventory. I started with mounts and I'm still there.

I never knew there could be so many different styles. Mr. Bogue says his card records show 250 styles. The names interest me. What a story they could tell. Something like this . . .

Many years ago there was a man named DEVINCI whose home was in TIVOLI, but spent most of his time in SAVOY. He travelled a lot and was MERION happy. He was quite a dandy on the BOARDWALK or whatever you call it.

This man's VANITY was his cigars. He smoked only CORONA or PERFECTO made for him in HAVANA. No ARTHUR or EXCELSIOR for him.

One day, on his way to VALENCIA, he stopped at MADRID NASSAU a CHIC PRINCESS on the AVENUE RIO VISTA. She was as beautiful as Helen of TROY or Madam DU BARRY or something.

He was DIANA to meet a girl like her. He called on her MAR. ADA like to marry your daughter, he said. ANNETTE is just what he wanted.

But the mother said UTICA jump in the lake, meaning GENEVA, but he said I'll be back at 8 o'clock by my WALTHAM. Not in a CENTURY, said the mother.

Meanwhile, the girl was supposed to go on a HOLIDAY at DOVER, but he was like a SUNBEAM in her life, and she changed her mind. With a GARLAND in her hair, she was on the BOULEVARD at 8 o'clock by her HAMILTON. When he saw her, he was so happy the street seemed to be a NEW AVENUE. They went to her home.

At first her mother wouldn't give her consent. But when he threatened to BANGOR with a bottle of NEW PORT she said if you WABASH my head where will the PORTLAND? Don't care, he said, I'm talking COLFAX. Then he told the girl (whose real name was CHARMAINE) about a CHATEAU he would buy for her on a pretty PLATEAU, overlooking the MARNE near PARIS, set in a WOODLAND LANDSCAPE, only a short distance from DEGARRE.

And, he added, I'll send to MANHATTAN and have TIFFANY mount a RADIANT SOLITAIRE in a ROSETTE of JEWELS and GEMS, and I'll get you a set of DRESDEN China.

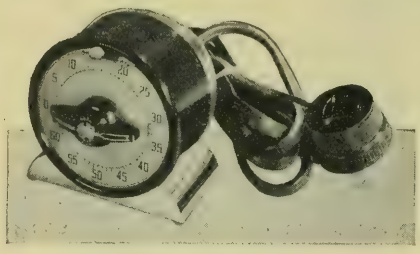
EXCELLO, she said, when do we get married? RITA way, he answered.

BELVEDERE, she softly said, I love you.

To be continued next month, by

JERRY.

Mark Time Photographic Switch



The Mark Time Switch has been especially designed for use on photo-copying and enlarging equipment and on the new process of photographic printing, etc. Also suitable for control of photo flood lamps when within time range of switch.

Operation: The On and Off toggle will permit the use of light continuity as is necessary for focusing and adjustments. To use it with time, you set the pointer to the time desired and lock holds pointer at that position. Throwing the toggle from the On to the Off position closes the circuit and at the same time releases the lock which allows the timer to function. By throwing it back immediately to the Off position the switch will turn off automatically when the pointer reaches zero after the time period has elapsed.

Mark Time Photographic Switch—60 seconds, 10 amp.....$8.50

Hypo Contracts Available

Many photographers purchase their Hypo in small lots of one to five kegs or drums at a time. We are authorized to offer 12 month contracts for Hypo which will give you the benefit of the lower price which will be based on your orders for the year rather than individual shipment. We have attractive prices and terms to offer, and we suggest this year you buy your Hypo by contract. Details will be sent on your request.

←❖→

For Sale

Beautiful, new, ultra modern studio in downtown San Francisco. Excellent lease terms. Can be purchased for practically the wholesale cost of the materials used in the construction. Floor space for commercial, portrait or photo finishing.

Box 2406—THE FOCUS.

←❖→

Permanganate (potassium) followed by metabisulphite has been found effective for removing stains from clothing as well as from fingernails. After applying the solution to the garment, the cloth should be thor-

A '49er



The many friends of William (Billy to you) Wolff will be interested to know that on February 9 he will observe his 49th anniversary of service with HIRSCH & KAYE.

On February 9, 1897, a boy presented himself for work and, because of his alertness, was given an opportunity. In those days the business was small and we had few employees. Since than our staff has grown to the point where it is quite a distinction to be one of the original group.

Mr. Wolff does not know we will publish this information, and probably may not like it. But in defense of that fringe of hair which is not yet entirely grey, we like to mention that he can climb the stairs to the office with the rest of them should the elevator be engaged. As in former years he is equally ready to arise at 3:30 A.M. to make a favorable train or bus connection so as to complete his calls on schedule time. He will probably continue to call on photographers indefinitely.

KALART Micromatic Speed Flash

THE Kalart Micromatic Speed Flash, adjustable for time delay by one-thousandth part of a second can be used with practically any modern camera. By this hair line timing it is also possible to accurately adjust the Synchronizer for all makes of flash bulbs as well as for individual shutter characteristics. A slight turn of the milled Micromatic tension knob will increase or decrease the time delay between electrical contact and shutter action. A series of five calibrated dots mark the several adjustment positions for all Compur and Kodamatic shuttered cameras, the Argus, National Graflex, Contax and Leica. The Synchronizer is fitted with phone tip terminals which plug into the 4½ volt bakelite battery case. This simple connection thereby permits the use of several accessories for firing multiple lamps in synchronism with the shutter. Color photographers will especially appreciate this convenience.

THE KALART MICROMATIC SPEED FLASH attaches to and operates with all cameras such as:

*Zeiss Super Ikomat B	*Rolleicord	Speed Graphic
Zeiss Ikomat A	Heidoscope	Linhoff
Zeiss Maximar	†Foth Derby	Argus
Zeiss Nixe	*The Argus	Ebner
Zeiss Orix	*Kodak Senior Series	Voigtlander Superba
Plaubel Rollop	Kodak Recomar	Voigtlander Avus
Plaubel Makina	Kodak Pupille	Welta
*Plaubel Makinette	Kodak Vollenda	†Foth Flex
†Exakta	Kodak Duo	National Graflex
Baldax	Kodak Retina	†Korelle Reflex I
*Rolleiflex	Kodak Bantam Spec.	

Also with *Contax, *Leica, *Super Nettel
AND MANY OTHERS

* Requires Special Fitting † Requires Special Model

Accessories for Multiple Lamps:

9 Volt Battery Case	$4.50
6 Ft. Extension Cord for same with Triple Outlet	.90
7 Inch Chrome Reflector	1.25

KALART MICROMATIC SPEED FLASH
Complete with Synchronizer, Bakelite Battery Case, Battery, and polished Chrome reflector $13.50
Complete outfit weighs one pound. Truly a fit companion to the smartest miniature camera.

Novabrom

The All-Purpose Enlarging Paper

Surface No. 10 (white glossy) is the standby in newspaper darkrooms. It is dependable, easy to handle under normal or high pressure conditions, and its range of contrasts (from Soft to Ultra Vigorous) permits right selection for good reproduction quality.

for perfect press pictures

Good Lenses for Less

		Speed	*Focus*	*Shutter*	*List*	*Bargain*
190I	Vitax	F3.8	16″	Studio	$186.00	$95.00
106A	Ilex Paragon	F4.5	12″	no	130.00	89.00
4B	Goerz Celor 1B	F6.8	7″	no	54.50	32.00
12C	Adon Telephoto			no	42.50	19.50
150D	Goerz Dagor	F6.8	4¼″	Compound	55.00	27.00
152J	Seneca	F8	12″	Regno	36.00	9.50
16I	Cook Cine	F3.5	1″	no	35.00	14.00
16J	Wollensak W.A.	F9.5	6¼″	no	65.00	29.00
18D	Kodak Anastigmat	F4.5	8½″	no	70.00	45.00
18F	Xenar	F3.5	7⅛″	no	72.00	65.00
20G	Dall Cine	F09	1″	no	125.00	75.00
28J	Tessar	F2.9	3″	no	90.00	45.00
30D	Sterling W. A.	F16	7″	no	35.00	9.00
30J	Cook Cine	F3.5	1″	no	35.00	12.50
32B	Protar V	F18	7 3/16″	no	39.00	19.50
162G	Protar VII	F6.8	8-1/6″	Acme	134.00	67.50
162I	Protar IV	F12.5	6 1/16″	Volute	58.00	17.50
32I	Ilex Port	F3.5	10″	no	90.50	57.50
34H	Tessar IC	F4.5	6½″	no	39.00	21.50
36E	Kodak Anas	F4.5	8½″	no	70.00	45.00
36F	Velos Ser II	F4.5	6″	no	37.50	21.00
36H	Heliar	F4.5	14½″	no	170.00	95.00
130B	Barre Portrait	F5	6″	no	21.00	12.50
38C	Tessaric	F4.5	7 7/16″	no	48.00	35.00
164F	Schneider Anas	F4.5	5¼″	Ibsor	39.00	18.00
164J	Velos 1A	F6.3	12″	Optimo	131.00	67.00
38G	Elmar	F3.5	50 mm.	no	48.00	35.00
40J	Protar	F6.3	12.5″	no	74.00	45.00
40F	Cook Telephoto	F5.8	11″	no	75.00	47.50
40G	Summar	F2	50 mm.	no	93.00	47.50
40H	Para Stigmat	F4	5¼″	no	39.00	17.50

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Description and illustration of any article gladly sent on request.

30-INCH HALLDORSON PRINT WASHER

This is a round flat washer so designed that prints cannot accumulate in the center.

Bargain Price **$7.50**

HANCE GROUND GLASS SUBSTITUTE

A standard item for many years.

Bargain Price, per bottle..... **38¢**

Cirkut or **Medley Print Frame** with Plate Glass. 8x30 inches.

Bargain Price **$6.50**

Horseshoe Wringer with 16-inch rollers.

Bargain Price **$12.75**

"Money Making Ideas For Portrait Studios" by Abel.
Reduced to

Bargain Price of **$2.00**

8x10 Monitor View Camera with Case and one Film Holder. Has 23-inch leather bellows.

Bargain Price **$32.50**

8x10 Eastman View Camera with Canvas Case and one Film Holder.

Bargain Price **$42.50**

Eastman 5x7 Auto-Focus Enlarger. Model B, with enlarging paper holder.

Bargain Price **$145.00**

CONVERTED BEATTIE FLOODLIGHT

A Beattie Arc Lamp has been converted by the addition of mogul sockets and #4 Photoflood lamps so that it offers an attractive appearing, efficient, high-power lighting unit at moderate price. Diffusion curtain is included. Here is an excellent camera room lamp at popular price.

Bargain Price **$59.50**

H & K ARC SPOTLIGHT

Requires no special wiring and uses 3/8-inch carbons. A much more powerful registering light than any Mazda unit you may have.

Bargain Price **$49.50**

Johnson Ventlite Junior Reflector and Adjustable Stand.

Bargain Price **$10.50**

14-inch Condensing Lenses in modern book type mount. Excellent condition.

Bargain Price **$65.00**

#4 CROWN TRIPOD

Maximum height 5½ feet. Good condition.

Bargain Price **$9.50**

Stoneware Tank for 5x7 or 8x10 negatives. Measures 7½x10½x10½.

Bargain Price **$4.75**

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Description and illustration of any article gladly sent on request.

Halldorson Home Portrait five-unit Lamp with heavy stand.

Bargain Price $25.00

FOLMER MULTIPLE CAMERA
Complete with Kits

A complete penny-picture stamp camera.

Bargain Price $59.00

4-Wheel Century Studio Stand for Studio Cameras.

Bargain Price $19.50

7x17 Korona View Camera with three film holders. Condition is excellent.

Bargain Price $52.50

Film Drying Rack for 50 Film Hangers.

Bargain Price $1.50

Anthony Scoville Studio Camera with 8x10 modern double film holder.

Bargain Price $39.00

Cirkut or **Medley Print Frame** with Plate Glass. 6½x36 inches.

Bargain Price $3.85

8x10 Century Universal View Camera. Looks like new.

Bargain Price $72.50

Vakagraph Border Printer with masks and numbering device. Used only for group demonstration.

Bargain Price $67.50

6½x8½ HEAVY PRINT FRAMES
With Glass

Bargain Price ..... 70¢ each

20-INCH EASTMAN ALL METAL PRINT TRIMMER

Bargain Price $16.50

5x7 Coronet View Camera without case but with one film holder. Condition like new.

Bargain Price $19.00

KODAK COMMERCIAL PRINTER

With Numbering Device.
Reconditioned.

Bargain Price $20.00

Self-Registering Maximum and Minimum Thermometer, complete with horseshoe magnet. Finished in black; white scale for setting.

Bargain prices:

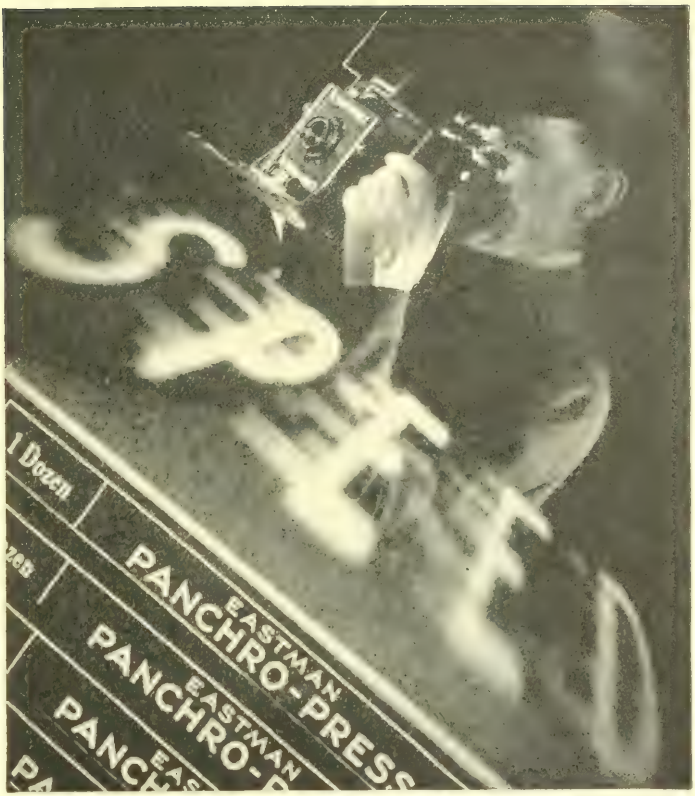
8 inch $3.25
10 inch 3.75

CHRISTMAS STOCK PAPER

An assortment of 4¼x5½ double weight Azo is available in 2-dozen and 1-gross packages. Fresh stock. Send for list.

Kalart Model C (Senior) Synchronizer for Graphic and other cameras fitted with Compur Shutter. Guaranteed perfect condition.

Bargain Price $15.00



Speed–Brilliance–Gradation

NEVER before have so many fine qualities been combined in an emulsion having the speed of Eastman Panchro-Press Film. It's much faster than Super Sensitive, yet it has all the pluck required for news and sports photography—all of the gradation essential for illustrative and commercial work. Supplied in packs as well as cut sizes. Try Panchro-Press on your next assignment. Eastman Kodak Company, Rochester, N. Y.

EASTMAN

PANCHRO-PRESS FILM FOR BETTER NEWS PICTURES

ANNOUNCING

KODABROM PAPER

KODABROM is an entirely new type of enlarging paper with a high speed, full scale emulsion, and especially desirable processing advantages. It develops rapidly—in from 45 seconds to 1½ minutes—depending upon exposure. Within a wide range of exposure, prints may be developed to normal density with no variation in the richness and brilliance of its fine black tones. With excellent keeping quality and stability of contrast, it's a truly wonderful paper for your enlarging. Place an order today.

KODABROM SINGLE WEIGHT

Grade F Glossy, white

Grade N—Smooth lustre, white

KODABROM DOUBLE WEIGHT

Grade E Smooth semi-matte, white

Grade F—Glossy, white

Grade G—Fine grain lustre, natural white

Grade N—Smooth lustre, white

Grade P—Fine grain lustre, old ivory

All grades of Kodabrom supplied in contrasts 1, 2, 3, and 4 at the list prices of P.M.C. Bromide, Vitava Opal, and Illustrators' Special.

EASTMAN KODAK COMPANY, Rochester, N. Y.

THE

FOCUS

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VOL. XIV FEBRUARY, 1938



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New England

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STUDIOS
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[DEFENDER FILM—*X-F Panchromatic*]

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For Color Separation
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TRI-PAC

YOU can't go wrong in selecting a DEFENDER Film brand for any variety of photographic work in black and white or color. There are fourteen kinds of DEFENDER Film, each admirably adapted to modern lighting and equipment; to modern technic.

You find speed where speed is necessary, correctly balanced color sensitivity in the "Ortho" or "Pan" types, quality and dependability always.

Send for 56 Page Book—"Film"—free on letterhead request or for 10 cents postpaid.

*X-F—Extra Fast

DEFENDER PHOTO SUPPLY CO., Inc.
ROCHESTER, N. Y.

THE FOCUS

Prepared and Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE
239 Grant Avenue, San Francisco

The Largest Independently Owned Photo Supply House in the West

VOL. XIV FEBRUARY, 1938 No. 2

Old Friends . . . Who Are They?

HERE'S to a couple of old friends around the house, tried and true. They're congenial old fellows, a little the worse for wear, but easy going and uncomplaining. They've traveled many a mile, up and down the carpets of time. They've companioned many a reverie by the open hearth or softened the gloom of beating rain and frenzied winds. Nice, quiet fellows—not much to say, accepting you for what you are, taking the soft spots and the hard spots of you into the measure of their tolerance; moving intimately in the family circle and holding every impression of confidence.

They've endowed hundreds of at-home evenings with their peace and restful presence as you've read or listened to programs on the air. They manage to be around for wakeful nights when one must prowl about the house for books or bric-a-brac. Considerate fellows—they keep you from disturbing others, and they're with you till all's well and you're ready for your pillow. Plain fellows—nothing fine or very fancy about them; they're seasoned to life and, with the years, have taken on the homely virtues, the simple, unaffected character that never wearies one.

Agreeable fellows—easy to get on with, not relishing argument, and always willing to bend or yield to the stance of your mood. Generous, wholesoled fellows, without envy of new friends, disposed only to set them the worthy example of old friends. Though they're old and past their best service, it's hard to part with these fine fellows—they're a couple of old house slippers!

(From *Friendly Chats.*)

←⁂→

Are You?

IN each twenty-four hours you use up one of your allotted days. In the use of this day, have you made the best possible use of your talents? Are you, as master craftsmen, building into the pens and pencils you make each day that subtle "something," putting into them the final mystic touch that distinguishes your work from that of a mere time worker?

Are you putting into this work your best thought creations, your ideals, your best—better than is done by others with less aim and vision?

To such there comes the happiness and the satisfaction of adding to the world's supply of beautiful and useful things. If so, 'tis enough.

—GEORGE S. PARKER,
President, THE PARKER PEN CO.

←⁂→

Abraham Lincoln was as just and generous to the rich and well-born as to the poor and humble—a thing rare among politicians.—*John Hay.*

←⁂→

America has furnished to the world the character of Washington, and if our American institutions had done nothing else, that alone would have entitled them to the respect of mankind.—*Daniel Webster.*



Mountings don't COST...*they* PAY!

WHEN a mounting that costs but a few cents, enables the photographer to add several dollars to his profit, when it emphasizes the beauty of his work and builds customer satisfaction, when it advertises his business and keeps his name before the public . . . it pays!

Send for an illustrated circular describing GROSS *Mountings.*

THE GROSS PHOTO SUPPLY CO.
MANUFACTURERS · TOLEDO, OHIO

Canadian Agents: W. E. Booth Company, Limited, Toronto, and Montreal

U. S. S. Panay

IT IS now possible for owners of 16 m/m motion picture equipment to possess their own copy of the historical film "Bombing the U. S. S. Panay." This film is available in 360-foot reel at $8.75 and if 8 m/m film is wanted this can be supplied in 180-foot length for $5.50.

The film is available for outright purchase by dealers and is likewise available on a rental basis from the Hirsch & Kaye Rental Library. The rate of rental is $1.25 for 24 hours of possession and will be an excellent film for luncheon gatherings and similar groups.

We also have an earlier film, "Bombing Shanghai". This film is available in similar length and at the same rate. A complete list of news parade subjects will be sent on request.

The Front Page

THE picture, "The Lazy Bear", which appears on the cover of this edition, was made by J. C. Weller in the Detroit Zoo. We are indebted to "The Commercial Photographer" for the picture and descriptive information.

The picture was made with Telephoto lens and is one of a series of pictures originally made for Mr. Weller's amusement but rapidly acquiring fame and in great demand. The informal nature of the picture more than offsets the slight blur which was unavoidable and the picture has brought many a smile of appreciation to various audiences.

←⁂→

Business, measured by the Golden Rule, is a service rendered, the quality of which equals the price charged and admits of a fair profit.

Ten Best Pictures

ALL ten winners in Film Daily's 16th annual "Ten Best Pictures" poll were made on Eastman Super X film and printed on Eastman Positive, an analysis at Rochester, released this week by the Eastman Kodak Company, showed.

The movie-trade paper's symposium, accepted as the outstanding canvass of critical opinion, was based on the votes of 531 newspaper and magazine critics in the United States and Canada. The voting covered pictures current in 1937.

The Kodak announcement pointed to the 100 per cent record as "an impressive double demonstration of Eastman's current contributions to motion-picture quality."

The ten best pictures receiving the greatest number of critics' votes, as announced earlier in the month by Film Daily, were these, in order:

"THE LIFE OF EMILE ZOLA"..... (*Warner Brothers*)
"THE GOOD EARTH"..... (*Metro-Goldwyn-Mayer*)
"CAPTAINS COURAGEOUS"..... (*Metro-Goldwyn-Mayer*)
"LOST HORIZON"..... (*Columbia*)
"A STAR IS BORN"..... (*United Artists-Selznick International*)
"ROMEO AND JULIET"..... (*Metro-Goldwyn-Mayer*)
"STAGE DOOR"..... (*RKO Radio*)
"DEAD END"..... (*United Artists-Samuel Goldwyn*)
"WINTERSET"..... (*RKO Radio*)
"THE AWFUL TRUTH"..... (*Columbia*)

PICTOL

TRADE MARK
(REG. U.S. PAT. OFF.)

for

MONOMETHYL-PARA-AMIDOPHENOL-SULFATE

SPECIAL NOTICE: Pictol may be used in any developing formula calling for a developing agent of this nature.

Pictol is not only manufactured to definite chemical standards and carefully tested for uniformity, but it is checked in our laboratory by elaborate photographic tests.

Many photographers have told us that they prefer Pictol because of the excellent detail they obtain in both highlights and shadows. They also comment upon the way their solutions hold up and produce a maximum number of negatives or prints.

Pictol is but one of a complete line of Photo-Purified, Chemically and Physically Perfected chemicals. Specify "Mallinckrodt" when you order.

Mallinckrodt
CHEMICAL WORKS
SECOND & MALLINCKRODT STS., ST. LOUIS, MO.
72-74 GOLD STREET, NEW YORK, N. Y.

CHICAGO
PHILADELPHIA

TORONTO
MONTREAL

Eastman Kodak Company Professional Demonstration

ON Thursday and Friday, March 31 and April 1, the Eastman Kodak Company will hold one of the old-time Professional Demonstrations in the Hotel Whitcomb, 1231 Market Street, San Francisco. There will be lectures and demonstrations by the Eastman specialists in the following subjects: Portraiture, posing, lighting of men, women, children and groups; Commercial and Illustrative Photography; Graphic Arts; Photography in Color; Improvement of Negatives; Modern Printing and Enlarging Practices; Finishing Room Hints; Sales Promotion; Coloring. In addition there will be on display examples of portraits, commercial, and illustrative photography. Those who remember and enjoyed the old Eastman Schools will welcome the return of that activity. Remember the dates and keep them open.

At No Extra Cost

To facilitate a prompt reply to your telegram we suggest that when you attach your signature to your message you also include your street address. This makes it unnecessary for us to refer to records in order to fill in your address. Your address on our reply will expedite the message. And it can be added to your telegram without cost as part of the signature.

←⁂→

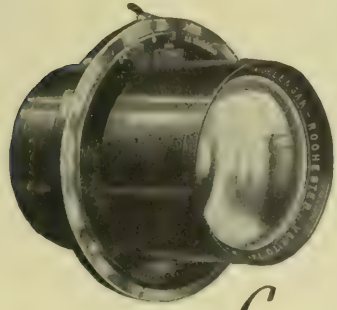
For display purposes, prints may be attached to a hard or resistant surface by pushing thumbtacks through squares of adhesive tape with the sticky side opposite to the point. The adhesive is then massaged to the wall surface, with the points of the tacks sticking out to hold the print. The protruding points are then covered with pencil eraser rubbers. If a little care is exercised in the placing of the corners, they will not be visible.

Photo Art Print Gallery

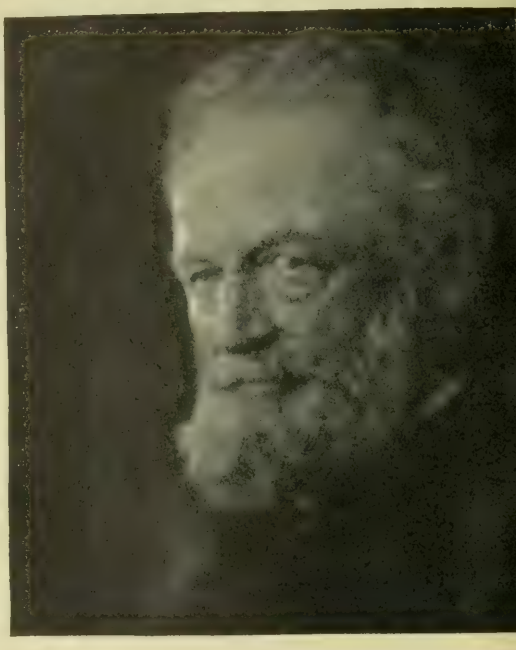
DURING the month of February two remarkable shows were offered the pictorial photographic lovers at the intimate, exquisite print gallery on the seventh floor of the Monadnock Building. It is a high tribute to photography and to Photo Art Publisher that photography as an art should deserve all the labor and expense of a project of this sort and that a commercial concern should be so happy to assume both the work and the cost.

On February first the original prints from which all the reproductions which illustrated the American Annual of 1937 were on the walls and on the fifteenth the One Hundred Print Salon of the Photographic Society of America took its place. Both exhibitions were worthy of the honor and it is illuminating on every visit to see the number of professional photographers both in the Bay Districts and visitors from remote parts who seem to find pleasure and profit from studying the work of masters. The display during the first half of March will feature the Zeiss Salon.

We must impress the fact that no entry fees for prints or admissions are charged and that nothing in the nature of advertising is permitted.



Here's the Lens—



Wollensak's Verito—and the 1936 prize winning portrait made with it by John Erickson, of Erie.

Write for Free Catalog!

WOLLENSAK OPTICAL COMPANY

ROCHESTER, N. Y.

WOLLENSAK

NEWS ITEMS

The many friends of **Guy Lykins** of Eureka will sympathize with him because of the death of his wife who has been ill for some time. Mrs. Lykins was quite active in various organizations in Eureka and a big help in the studio.

* *

It was a pleasure to welcome **Carl Baker** of Eugene, Oregon, who arrived in the midst of a terrific downpour of rain. He entered our office with a smile, so evidently felt much at home.

* *

Mr. and Mrs. DuPertuis of Merced are to be congratulated on their progress. They have purchased the entire building in which their studio on Seventeenth Street is located.

* *

Mr. Pratt of Weed, California, was in our office, concluding an extended vacation. During his absence he leased his studio but during the early summer plans to again take over the active management of the Weed studio. He returns home with a new car.

Ralph Young, one of the best known illustrative photographers in the West, died suddenly in his home of a heart attack on February 7. A wife and two children survive him.

Mr. Young was a pioneer in illustrative photography and contributed many unique pictures to the photographic world. At one time he was instructor in photography at Columbia University and during the World War was an Army photographer. He will be remembered by a host of friends who will miss his pictures and his congenial smile.

* *

Mr. and Mrs. Peter Richter of Orland were in San Francisco for a week-end visit. The Richters maintain an extensive orchard and ranch such as would be the pride and joy of any person to possess.

* *

The many friends of **Frank H. Webb,** Hanford, will sympathize with him in the death of his wife. Mrs. Webb was a devoted and efficient assistant in the studio.

U. S. Camera

This popular publication is now available for delivery. The book contains 207 pictures of the gravure type, including several in natural color. The spiral binding permits one to open the book at any page and it will lie flat wherever opened.

This book contains many of the world's outstanding photographs for 1937 and as each picture measuures approximately 9x11 inches the pictures are very attractive. This has been one of the most popular of all annual publications.

U. S. CAMERA.....$2.90

British Journal Almanac

The very popular British Journal Almanac is ready for distribution. A feature of the book is the numerous advertisements of outstanding equipment and material brought to you in a most informative manner. The book likewise contains a number of excellent illustrations and much helpful reading on modern methods and numerous pages of formula.

The paper covered edition is priced at only $1.00, the cloth covered, $1.50. Many photographers order a copy every year and maintain a continuous file.

Gevaluxe
Velours

THIS new, *patented* paper is so totally different from any other that it beggars description. To appreciate its revolutionary character, you must inspect an actual print, and see for yourself the extraordinarily stereoscopic effect which Gevaluxe lends to a picture. Prints may be seen at Hirsch & Kaye's, San Francisco.

The Gevaert Company of America, Inc.
6368-70 Santa Monica Boulevard
Los Angeles
New York—Chicago—Toronto

Hirsch & Kaye carry all Gevaert Products

The Leica Gun

FOR the sportsman, naturalist, and newsman who finds frequent use for a compact outfit enabling him to use a long focus lens on his Leica camera without the necessity of employing a tripod, the new Leica-gun fills a long-felt need. This gun, making use of the Leitz 200 m/m Telyt lens, has several novel features which make it the most advanced camera gun available.

It is not simply an arrangement for holding a camera on a gun stock but is a completely designed unit, making of it a true camera gun. Focusing is accomplished on the ground glass of the mirror reflex housing, the image, corrected horizontally and vertically by a second mirror, being led back to the eye by means of the telescopic sight so that it is right side up and correct as to right and left. The lens is focused as usual by means of the lens barrel.

Pistol Grip

The rifle stock has a pistol grip and two triggers are arranged in a natural position for the fingers. The forward trigger releases the shutter, thus making the exposure, while the rear trigger, which is connected to the camera take up by means of a ratchet, winds the shutter and brings a fresh section of film into position. Thus, the gun is a rapid action gun, exposures being made as fast as it is possible to pull the triggers. The hands do not leave the natural position on the gun at any time, the left hand being used for focusing the lens in the normal manner while the right hand makes the exposure and rewinds the shutter. The gun weighs 8¾ lbs., which enables it to be held steadily at shoulder level.

Easily Reloaded

For reloading the camera the gun is easily and quickly disassembled by means of two knurled screws. When these are released the entire assembly, consisting of lens, camera, reflex housing, and viewfinder, comes off the gun stock in one unit. To remove the cable release from the gun stock it is only necessary to disengage the lever which holds it in place above the forward trigger. A special baseplate, which has a pin fitted through it, is fitted on the camera enabling the camera take up to be coupled with the trigger winder incorporated in the gun stock. The special baseplate is removed from the camera in the normal manner.

This gun, for the first time, brings to telephotography the same ease, convenience, and rapidity of action always associated with the Leica Camera.

←⁘→

A Hint of Things to Come

A customer wrote as follows:

"Please inform me if the new 'Super-Duper' film, with which you can take over-exposed pictures by the light of a glow worm, will be sold in 9x12 cm size."

Perhaps the description is not as far-fetched as would first seem. If we look back 10 years and observe the progress made in high speed emulsions we wonder what will follow during the next 10 years.

←⁘→

Super Flash No. 2 Now Smaller

Super Flash lamps in No. 2 size will now be made in small dimensions. There has been no change in illuminating power and the advantage of a small lamp will be obvious in that a greater number of lamps can be carried in a given space.

Pako Film Developing Accessories

Pako Film Clips

Are strong, heavy, serviceable clips—amply wide to minimize film curling extra large jaw opening for easy loading—an adequate supply kept handy will speed up service and improve the quality of finished work—plated brass for low initial cost, $16.50 a gross—stainless clips for long life, $30.00 a gross.

Pako Clip Weights

Can be easily and quickly attached to PAKO CLIPS for bottom weights in tank development—merely insert weight in the loop of the clip, then place weight between the jaws of a vise, tighten vise and weight will be pressed tightly around edges of clip—particularly handy for 616, 620 and other tightly wound films—per dozen, $1.35.

The Dye Pack Hanger

Handles film packs with the same ease and facility as Pako Multiple Roll Hangers handle roll films—easily loaded and unloaded.

Three Sizes:—No. 6 for 6 films, $1.00 each
No. 12 for 12 films, $1.50 each
No. 18 for 12 films, $2.00 each

Pako Rigid Roll Hangers

Afford many unique advantages—clip plates run parallel with supporting rod—hangers permit use of order clips to hold envelopes securely against clip plate throughout developing process—equipped with PAKO stainless film clips assuring long life and low cost service—$3.00 per hanger.

Pako "All Purpose" Weight Rings

Are made of durable, highly polished, acid resisting metal—used for holding down Leica, Contax or other films when doubled in the tanks—they may be used horizontally on wide film, or vertically on narrow film—this feature makes them doubly convenient wherever films of various sizes are processed—per dozen, $3.60.

Pako Fast Loading Multiple Hangers

Carry films and orders together through developing, fixing, washing, and drying processes—a practical method of handling volume at lower cost where tanks are used—will speed up service—improve quality—eliminates errors—accommodates ten units (more or less)—No. 10 hanger with plated clips, $3.60 per hanger.

Post Office Ruling on Film Mailing

THE following article is reprinted from "Developments," published by the Master Photo Finishers of America, and is a reply by a post office official to an inquiry with reference to mailing of film and enclosures. The reply follows:

"With reference to your letter regarding parcels mailed by the Blank Photo Finishing Company, you are informed that when the outer wrapper of a sealed parcel bears the printed indicia required by paragraph 6(b), section 581, P. L. and R., authorizing opening for postal inspection, *this authorization applies to all matter enclosed therein.*"

It will be seen from the foregoing that a parcel which contained sealed envelopes having photographic negatives and prints inclosed is properly acceptable for mailing prepaid at the third-class rate of postage. This is with the understanding that the bill that was enclosed, which may be regarded as an invoice, related exclusively to prints and negatives.

This question has been raised many times by members desiring to use association seals for sealing their envelopes of pictures going through the mails to druggist dealer accounts.

UNPERMISSIBLE ADDITIONS TO OR ENCLOSURES WITH PHOTOGRAPHIC FILMS.

It may be stated in this connection that written words, figures, marks, etc., giving instructions for the development of photographic films, will convert the matter into personal communications and will subject parcels of films bearing or containing such written instructions, when mailed, sealed or unsealed, to a dealer or other person for development and the printing of pictures therefrom, to postage at first class rate, 3 cents an ounce or fraction of an ounce.

When parcels of films which have been developed by a dealer or other person are mailed for return to the senders, the written marks, words or figures no longer constitute instructions, but may be regarded as descriptive of the contents and under the provisions of section 574, Postal Laws and Regulations, would be permissible additions to or enclosures with such parcels prepaid at the third or fourth-class rate of postage, according to weight, namely, the third-class rate of 1½ cents for each two ounces or fraction thereof when mailed in parcels weighing up to and including eight ounces, and fourth-class parcel post zone rates when mailed in parcels weighing more than eight ounces.

It is also permissible under section 574, Postal Laws and Regulations, to enclose in a bulk package an invoice or bill showing the customer's number, number of rolls and prints made from each roll, and the cost of developing each roll with such prices carried out and totaled in the usual manner without subjecting the package to more than the third or fourth-class rates of postage, according to weight.

While under section 574, Postal Laws and Regulations, certain inscriptions that are for the purpose of description are permissible, instructions concerning the developing of the films and the number of prints to be made therefrom, *whether in full or indicated by check marks,* go beyond the purpose of description and are, in effect, communications to the addressee and, therefore, subject the whole parcels to postage at the first-class rate.

Mailings of photographic films should be carefully observed and the senders advised of the foregoing provisions of the postal regulations. At the same time attention should be

(Continued on page 15)

STRIP TEASE ACT IN REVERSE!

She puts them on instead of taking them off — and **ROBOT** catches her doing it!



Robot'ed by A. F. Sozio

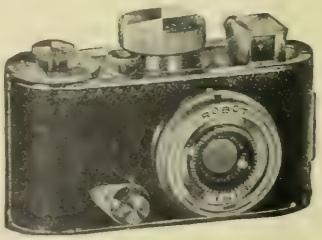
Shoot every incident as fast as it happens. You can do it with the Robot Camera. It's unnecessary to reset shutter or wind the film. Double exposures are impossible, and yet this camera takes action pictures as fast as you can press the button. A unique spring motor drive enables you to take one picture after another, in slow or rapid succession, without fussing with gadgets between shots.

24 perfect pictures with one winding.
Every exposure recorded.
Built-in filter—Angle view finder.
Easy to load.
Zone focusing assures sharp action negatives throughout the entire zone.

You catch *everything* with

ROBOT

A REVOLUTIONARY NEW TECHNIQUE in PICTURE MAKING





SEND FOR THIS NEW BOOKLET

Contains pictures, data, and interesting ROBOT facts. Free to anyone interested in better pictures.

HIRSCH & KAYE

Largest Independently Owned Complete Photo Supply House in the West.

Mailing Film

(Continued from page 13)

called to the provision embodied in section 583, Postal Laws and Regulations, under which written instructions regarding the developing of films, number of prints desired, etc., may be placed in an envelope properly addressed and prepaid at the first-class rate and be attached to the outside of a parcel of films on which postage is prepaid at the third-class rate, according to weight.

Postmasters should also request persons or concerns engaged in the business of developing films, etc., to inform their customers as to the proper manner of mailing films accompanied with instructions for developing, printing, etc.

Parcels containing films presented for mailing at the third or fourth-class rate, if found on examination (see par. 8, sec. 581, Postal Laws and Regulations) to contain written instructions for developing, printing, etc., should be returned to the senders for proper postage or the withdrawal of the instructions. Of course, when such parcels inadvertently reach the office of address they should be rated with the postage properly due, to be collected on delivery. If postmasters believe the senders are endeavoring to evade the payment of the higher rate in violation of section 582 of the regulations, they should submit a report to the Third Assistant Postmaster General, Division of Classification.

You are reminded, however, that *after the developing of the films* and printing of the photographs have been accomplished and the films with the prints are returned to the original sender, data as to the number of prints inclosed and manner of developing appearing on the parcels *would then be "for purpose of description" and therefore permissible.*

Wabash Lamps

IN fairness to the many purchasers of Super Flash bulbs we should explain that the popularity of the new lamps has created a congestion of orders at the factory. Although the factory is in full operation 24 hours a day it is not possible to ship orders as fast as they arrive. An addition to the factory is in process of construction and when completed will permit the installation of additional machinery. We mention this for the benefit of our readers so that they may better anticipate their needs and place their orders for future delivery. We can, of course, make delivery from stock of the well-known General Electric and Munder flash lamps.

School of Photography

THE Winona School of Photography will again be operated by the Photographers' Association of America at Winona Lake, Indiana. This is a non-profit institution and the school is open to any individual who has sufficient basic knowledge of photography to be eligible for admission. It is not necessary that the student be a member of the Association. This is not a school for beginners and at least one year's experience in professional photography is required.

There are two courses. The Commercial Course starts June 27 and ends July 22; the Portrait Course starts July 25 and ends August 20. The price of each course is $75.00. Only 60 students are accepted for the Commercial Course and 85 for the Portrait Course.

Additional information can be obtained by writing to the Photographers' Association of America, 520 Caxton Building, Cleveland, Ohio.

"Sussman Mount

ASK OUR SALESMAN TO SHOW YO



POWELL EASEL

Linen Effect Coated Stocks

Gray and Neutral — Crushed Edge Underlay

Silver and Black — Gold and Black

Slip-In Style

An unusual bevelled edge effect around print which admirably sets it off. Its appearance advertises your work to the best advantage.

Print Size	Outside Size	Price Per 100
3 x 5	5 3/8 x 7 3/8	$ 8.00
4 x 6	6 3/8 x 9	9.50
5 x 7	7 3/8 x 10 1/8	10.50
8 x 10	10 x 13 1/2	18.00
10 x 8	12 1/2 x 11	18.00

Sample on receipt of 10 cents



JORDA

White an

De

Platinum Ink Bord

Sinking

S

A strikingly different
your customers. Soft
mirably suited for thos
and appearance.

Print Size	
3 x 5	
4 x 6	
5 x 7	
8 x 10	1
10 x 8	1

Sample on

In stock at H

s Are Paramount"

A SAMPLE OF THESE NEW NUMBERS



N FOLDER

Rag Stocks
Edges
rd Bevelled Inner Plate
und Opening
n Style

er which will appeal to all
d rich in appearance, ad-
ho prefer the best in quality

ide Size	Price Per 100
x 8	$ 7.00
x 9¼	8.50
x 10¾	10.50
x 14	15.50
x 11⅝	16.00

eipt of 10 cents



MAPLE EASEL

Three-Piece Easel
Gray and Neutral
Black and Gold Black and Silver
Coated Stocks
Straight Edge Underlay
Slip-In Style

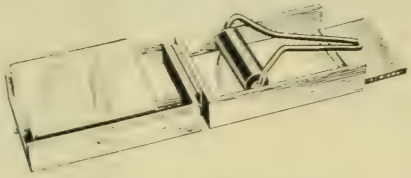
A distinctly novel style of easel with an oval effect, which should be an asset in your sale of pictures for babies and school work. Its sparkling effect should attract them immediately.

Print Size	Outside Size	Price Per 100
3 x 5	6⅞ x 8⅝	$ 9.00
4 x 6	7⅞ x 9⅞	11.00

Sample on receipt of 10 cents

RSCH & KAYE

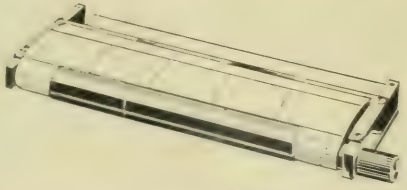
BERKIT
INKING KIT



For Use in the Field

A finger print inking kit, 4¼x6¼x 2½ when closed containing a 3-inch rubber composition roller, a platen for inking the roller, a polished finger inking platen and has space for tubes of ink or cleaner. Ideal for use away from headquarters. Price $4.75.

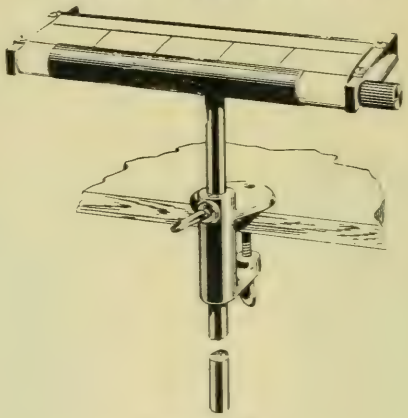
BERKIT
FINGER PRINT CARD HOLDER



Model D

A sturdy holder that actually holds the finger print card in itself and advances it for each row of prints by turning the handle. The operator does not touch the card till all the prints are on. Can be used on a table or held by the operator in the case of printing a person lying down. This holder is thin and handy to use for hard to print people and is protected on the underside to prevent smudging. A truly fool-proof finger print card holder. Price $4.25.

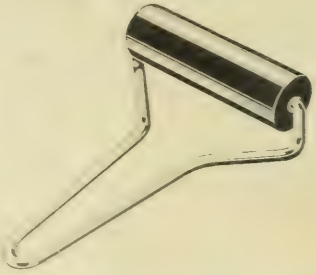
BERKIT
FINGER PRINT CARD HOLDER



Model E

This model is the same as Model D with the adjustable height feature added. It was designed especially for universal finger printing drives. It can be clamped on a table or anything handy and quickly adjusted in height for adult or child. It permits inexperienced operators to turn in good, clean cards and very much more quickly than by the old method. Price $6.75.

BERKIT
ROLLERS



The 3-in. roller has a light, all-metal, nickel-plated handle. Price $1.10.

RESERVE THESE DATES . . .

for the

Annual Convention

of the

Associated Photographers

of the

Sacramento and San Joaquin Valleys

Instructive Demonstrations Lectures Print Exhibit
Meeting of Old Friends Making New Friends
General Exchange of Information and Ideas

STATE FAIR GROUNDS, SACRAMENTO

APRIL 23rd and 24th

THE PHOTO FLOOD CALCULATOR

Encouraged by the success of the Photo Flash Calculator, we now offer an excellent companion article—

The Photo Flood Calculator

This is an ingenious exposure meter of the slide type. It is well made of celluloid and heavy cardboard and is simple in operation. Provides ample information for shutter speeds, lens aperture and distance to light, as well as allowing for any standard film or plate which may be used. Equally suitable for still or motion picture cameras.

A helpful little folder of instructions on photo flood photography included with each meter.

Price 60c
Photo Flash Calculator 50c

Dealer orders invited



The HI-KEY
main source spotlight

Radically new in ability; remarkable speed and covering power, far easier to handle. Produces the brilliance of a spot, the control of the finest flood. Featherweight and streamlined, raises from floor level to 10 feet. Lamphead turns and tilts through full circle, mounted over center of stand for absolute stability.

Equipped with new C. P. Mazda, designed for color. Consumes 1000 watts, delivers 1750 as measured by old standards.

Complete with special globe, cable, switch, color frame,

$85.00

PHOTO FLOOD CALCULATOR
For Both Movies and Stills

Gives properly balanced lighting and correct exposure data to insure good pictures. Extremely simple. Every reading checked by actual photographs.

Indispensable to the amateur. Valuable to the professional. Booklet "Guide to Better Photo Flood Pictures" free with each calculator.

Price 60¢

Dealer orders invited.

BROWNTONE
SEPIA TONER
Why Is It Superior?

All in one solution; no other chemicals to add. Prints tone to beautiful rich brown in six to eight minutes.

Browntone Always Gets Results
No Possible Chance to Overtone

BROWNTONE makes sepia toning quick and easy. Eliminates your toning difficulties.

Indispensable For Color-Work

With the rich, warm sepias obtained with BROWNTONE it is the simplest thing to secure those perfect flesh tones. *Always Ready*

8 oz. bottles..... $ 1.00
Gallon 12.00

Sold by HIRSCH & KAYE

The Krug Haloette Attachment for Projection Enlargers MODERNIZES PHOTOGRAPHY

IN the old days—by the use of *printing out* papers, photographers were able to produce exceptional portraits known as Vignettes. When "printing out" papers became obsolete—and developing papers took their place—the fine art of VIGNETTE portraits died.

EVERY PHOTOGRAPHER must at some time or other need to block out backgrounds. Portraits, photographic illustrations, commercial photographs can be enhanced in tone values without the aid of retouching—by using this new, simple, and amazingly low priced attachment—the KRUG HALOETTE Attachment. The edges of the Vignette are soft and natural and exact.

For many years nearly every issue of every Photographic technical magazine has contained repeatedly the query: "How can photographs be made with a white background?"

The Krug Haloette Attachment is rapid in operation. The cutting of a vignetting mask is a very simple operation and once cut it is filed with the negative, to be used on reprints. The Krug Haloette Attachment is available for 5x7 Elwood and 5x7 Eastman Auto-Focus Enlargers, as well as the 8x10 models. The price for any model is only $27.50, but be sure to tell us the model of your enlarger when you order.

A photographer in Centralia has written to the manufacturer as follows:

> "As a price booster and a time saver we recommend your Haloette Attachment. It has enabled us to raise our prices from twenty to fifty per cent by making photographs that are new and different.
>
> "For blocking out of all kinds and shading, when printing we find it is the greatest time and effort saver we have.
>
> "Yours very truly,
> (Signed) "FRANK H. EVERNDEN."

New X-Ray Film
Eastman No-Screen

EASTMAN now makes available to the radiological profession an X-ray film especially suitable for radiography in those situations where it is considered preferable not to employ intensifying screens. The emulsion of this new recording medium—Eastman *No-Screen* Safety X-ray Film—is particularly sensitive to direct radiation. Thus, the exposure required is considerably less than that needed with Eastman Ultra-speed X-ray Film when similarly employed *without intensifying screens.*

The uses for Eastman *No-Screen* Film are in those situations where sharp definition is desired and satisfactory immobilization is possible. Its particular application, therefore, is in radiography of the thinner parts.

Latitude, detail, contrast and maximum sensitivity to direct X-radiation characterize Eastman *No-Screen* Film. The safety base is blue-tinted to just the correct tone to emphasize detail and contrast. Each film is exactly like the last, exactly like the next—uniform.

Eastman *No-Screen* Safety X-Ray Film may be obtained from HIRSCH & KAYE in all standard sizes.



What Is Defeat?

No one is beaten till he quits; no one is through till he stops. No matter how hard failure hits, no matter how often he drops, a fellow's not down till he lies in the dust and refuses to rise.

Fate can slam him and bang him around, and batter his frame till he's sore, but she never can say that he's down as long as he bobs up serenely once more. A fellow's not dead till he dies, not beaten till he no longer tries.

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SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.
STERLING PHOTO MFG. CO.
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2 SIZES
12, 19
gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

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Gets all the silver from your Hypo Solution. The ideal precipitant—clean, odorless, speedy, complete recovery. $3.00 for 5-lb. can. Full directions enclosed.

Prepared by Wildberg Bros. Smelting & Refining Co., 742 Market St., San Francisco, who will buy all the recovered silver at highest market price.

Distributed by
HIRSCH & KAYE

WORKROOM IDEAS

STIFF corrugated board or beaver board, available in several colors, can be used to construct columns or pillars that add attractive variety to portraits and photograph well when used in commercial set-ups.

* *

When copying pictures place the lights at an angle of 45 degrees, even with the center of the copy. Illumination must be equal on all sides, which will eliminate much of the paper grain.

* *

Empty film spools are handy for cutting open boxes of photo films and paper. The spool is inserted into the tape that seals the package and has the advantage over a razor blade in that it has no sharp edges for possible injury.

* *

There is always danger of the tripod becoming upset when set up in a wind. Many devices have been devised to overcome this, but none as simple as this. Two lengths of cord are tied to a rubber band of the heavy type. One length of cord is tied to the camera screw and the other attached to a wire stake. When the tripod is set up and the anchor pin pushed into the ground at an angle, the tension of the rubber band will keep the camera steady.

* *

Pictures made with automatic machines that are to be copied can be prevented from becoming spotty, to a large extent, by rubbing the picture with petroleum jelly of the white variety before copying.

* *

A cubic centimeter is the equivalent of about 20 drops of fluid.

Canvas or leather camera cases can be waterproofed by application of a mixture containing a half ounce of crepe rubber in a half pint of benzol. The solution should be applied on the outside, an old nail brush being effective for this purpose.

* *

Transparent celluloid (a thick piece) placed over a photograph while mounting will hold the picture down and at the same time make it possible to vision the position of the picture while it is being pasted. Pressure on the celluloid will insure a firmer mount.

* *

A paper plate can be utilized as a reflector for photo-flood bulbs in an emergency. The plate should be cut from the edge into the center and the edges then overlapped and fastened to produce a modified cone effect. After cutting a hole in the center area to admit the lamp socket the improvised reflector is ready.

* *

Enlarging from negatives that are not extra sharp can be done with a great deal of accuracy if a substitute negative is used for focusing. A landscape negative that has been overexposed and dense is marked with a series of cuts made with a razor or sharp knife. These cut lines should vary, some bold and broad and some fine and narrow. By using this negative for focusing, the cut lines appear sharply defined and focus is quickly and accurately done. Another successful test plate can be made by exposing, fixing, washing and drying a good film and then ruling thick lines on it with India ink. These lines break up into minute fissures and enable the finest focusing.

One of the New Spring Styles
For Wedding and General Portrait Work



MONTROSE

(Three-Piece Inslip Easel)

Again the popular ornamented die-cut easel and with that necessary new look—smart, modern.

The design is brought out in a duo-tinted stipple finish. Made in sizes 4x6, 5x7 and 8x10 upright, also 10x8 horizontal . . . Graytone.

Just the style to put that touch of newness to your spring showing—especially wedding and group portraits. It will be worth while for you to know this style.

Your stock house salesman has samples—have him show them to you. For ten cents we will send you a sample of the 4x6 size, or for twenty cents, the 8x10 size.

EASTMAN KODAK COMPANY
[TAPRELL LOOMIS DIVISION]
CHICAGO, ILLINOIS

Jerry's Corner



By Himself

ONE MAN'S MOUNT FAMILY

(Continued from January)

They were married in ORLEANS, or some such place in NORMANDY. She had so many bridesmaids it looked like a TRIPLE WEDDING. They went to BORDEAUX. Her MARS folks lived there, having moved OVERLAND from LORRAINE.

Time marches on. By JUNE the STORK told them to send out BABY ANNOUNCEMENTS, as was the VOGUE. Others followed, including a TWIN event. When it was time for CONFIRMATION of the oldest, the youngest was in KINDERGARTEN.

Now let's see what became of these children. CECIL was the oldest. He came to America and went on the EXCHANGE, where he made more DALLAS than a UTILITY. He was a WHIZ, and hard as FLINT, but nobody ever greased his PALM. Whenever the IMPORT was below PAR, and ENLARGEMENT was needed—PRESTO, and his MAGIC ways ELECTRA fied the MART. Some LUNA tic said that was the NEW TREND. Was it BARNUM or DARWIN who said there's one born every minute?

Then there was FLORENCE, as CHIC and TRIM a COED as ever spread CHARM. Every NEW SENIOR at HARVARD, CORNELL, PRINCETON and CAMBRIDGE said she DU CHARM.

She married a student at FORDHAM, who came from an old PURITAN family, WINTHROP of PLYMOUTH. He studied BLACKSTONE but made the FIELD look like an ARENA when they played TULANE. She was happy, too. No RIVAL or need to go to RENO for her LIBERTY. She went to HOLLYWOOD, where it is the MODE to make pictures for UNIVERSAL or COLUMBIA or PARAMOUNT. At the PREVIEW of her first SHADOWGRAPH, every METEOR and COMET was there. LOMBARD, GILBERT, TEMPLE, POWELL, LIONEL and TAYLOR were there, including LAUREL. Even EDWARD WINDSOR and YORK and HALLE were there. It was like a PANDORA box.

Then there was OLIVER, who painted like REMBRANDT. He was a CRAFTSMAN and his PICTORIAL ART BLEND ETCHTONES with MULTIFOLD borders and DECKLE edges often got the blue BANNER at the SOLON. Some of his SYLVAN scenes looked like a REMINGTON. But that's not all. He was a musician. He played with

(More on page 27)

Good Lenses for Less

		Speed	*Focus*	*Shutter*	*List*	*Bargain*
190I	Vitax	F3.8	16″	Studio	$186.00	$95.00
106A	Ilex Paragon	F4.5	12″	no	130.00	89.00
4B	Goerz Celor 1B	F6.8	7″	no	54.50	32.00
12C	Adon Telephoto			no	42.50	19.50
150D	Goerz Dagor	F6.8	4¼″	Compound	55.00	27.00
152J	Seneca	F8	12″	Regno	36.00	9.50
16I	Cook Cine	F3.5	1″	no	35.00	14.00
16J	Wollensak W.A.	F9.5	6¼″	no	65.00	29.00
18D	Kodak Anastigmat	F4.5	8½″	no	70.00	45.00
18F	Xenar	F3.5	7⅛″	no	72.00	65.00
20G	Dall Cine	F09	1″	no	125.00	75.00
28J	Tessar	F2.9	3″	no	90.00	45.00
30D	Sterling W. A.	F16	7″	no	35.00	9.00
30J	Cook Cine	F3.5	1″	no	35.00	12.50
32B	Protar V	F18	7 3/16″	no	39.00	19.50
162G	Protar VII	F6.8	8-1/6″	Acme	134.00	67.50
162I	Protar IV	F12.5	6 1/16″	Volute	58.00	17.50
32I	Ilex Port	F3.5	10″	no	90.50	57.50
36E	Kodak Anas	F4.5	8½″	no	70.00	45.00
36F	Velos Ser II	F4.5	6″	no	37.50	21.00
36H	Heliar	F4.5	14½″	no	170.00	95.00
130B	Barre Portrait	F5	6″	no	21.00	12.50
38C	Tessar IC	F4.5	7 7/16″	no	48.00	35.00
164F	Schneider Anas	F4.5	5¼″	Ibsor	39.00	18.00
164J	Velos 1A	F6.3	12″	Optimo	131.00	67.00
38J	Protar	F6.3	12.5″	no	74.00	45.00
40F	Cook Telephoto	F5.8	11″	no	75.00	47.50
40H	Para Stigmat	F4	5¼″	no	39.00	17.50
40K	Kodak Anastigmat	F4.5	7½″	no	50.00	29.50
42D	Velostigmat Ser II	F4.5	6″	no	45.00	21.50
42H	Sonnar	F2	85 mm.	no	215.00	175.00

One Man's Mount Family

(Continued from page 25)

the STANDARD SYMPHONY, in good classic numbers. His DULCET playing of a SONNET by MOZART and his MIDTONE part in a SEXTETTE, or his MEZZOTONE in a MEDLEY by VERDI, coming over the AIRWAY would sound like a CLARION on a ZENITH.

But the twins were most interesting. FRANCIS was a traveler. One day he'd be at the home of WASHINGTON at MT. VERNON, or at ARLINGTON. Next day at HYDE PARK or PALM BEACH or MIAMI or SAVANNAH. Maybe CARMEL or RICHMOND or SAN DIEGO. He never went to BOSTON without reading about the Battle of LEXINGTON. He even climbed SHASTA with some WESTERN friends. His favorite gag was—DENVER do we go from here. Then he would add—TORONTO.

He could never make up his mind which was the best hotel. He'd read every DRYAD from MIDLAND to the coast, but they all claimed to be in the VAN. He liked the BILTMORE on PARK AVENUE, because of the VISTA of the EMPIRE building which he said would VIE with any. The OUTLOOK from MIDWAY to the top was wonderful. But the RIALTO, with its MOSAIC INLAY DORSET and DORIAN style was also very good. And the PALMER, on BROADWAY, with its big FLORENTINE MANTELL, and GEORGIAN furniture was the WINNER. In San Francisco he would meet his brother at the DRAKE or CLIFT.

He had lots of cars—LINCOLN, LA SALLE and one that's made in DEARBORN. He especially liked his old PEERLESS which won a race at DAYTONA because he used PENN. He had a fast driving Russian chauffeur. The WINDMERE made him drive faster down EL CAMINO. He would only stop when you said IVANHOE. One day he did get fined in MADISON by a judge named DECATUR. Just the same, he would drive from TULARE to CENTRALIA in a day.

Now the other brother of the DUO traveled in a different way. When he left home he went to the river CLYDE near GLASGOW, where many a STREAMLINE STEAMER has been built. It was his idea to be an officer on the REX or ALLIANCE and some day be COMMODORE of the red STARLINE or GRACE LINE.

As a CADET on the OLYMPIC, running out of QUEENSTOWN, he was a PRIM figure in his MIDDY. Later he was made an ENSIGN in the ORIENTAL service, BORDO to CANTON. He made friends with the CONSUL and he acted as COURIER for the COLONY. His thoughts always went in a WESTERLY direction, where the DAWN comes up like CORAL, and finally he got a job at the EMBASSY at TOKIO. As a member of the IMPERIAL LEGATION he is advisor to the ROYAL REGENT.

Manuel ought to give me a MEDAL of MERIT for this story. At least, I hope next inventory they put me to counting kegs of Hypo.

—JERRY.

The Hust Studio of Marysville received due credit in "Life" for an excellent picture published to show the activities of Hugh Hensley, official predatory animal trapper for Yuba County.

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

5x7 Seneca View Camera with canvas case, 3 holders and film sheaths. Has 4-inch square lens board and is in good condition.

Bargain Price $27.50

3¼x4¼ R. B. Auto Graflex with case and adapter. No lens.

Bargain Price $65.00

4x5 R. B. Series B Graflex with Kodak Anastigmat F4.5 lens, film holder and magazine.

Bargain Price $87.50

DeVry 35 m/m Movie Camera, 100-foot spool, Wollensak F3.5 lens.

Bargain Price $40.00

Cine Kodak B with F3.5 lens and case.

Bargain Price $30.00

4x5 Speed Graphic with Plate Holder. No lens.

Bargain Price $52.50

5x7 Compact Graflex with B & L #5 Kodak Anastigmat Lens, F6.3.

Bargain Price $45.00

3¼x4¼ Graflex, Series C, with 6½-inch Cooke F2.5 lens and case and Focus Panel.

Bargain Price $145.00

Cabinet Style Printer with 12x12 plate glass opening and 8 adjustable light sockets. Very substantially made.

Bargain Price $22.50

3¼x4¼ R. B. Graflex with case and adapter. No lens.

Bargain Price $75.00

4x5 Auto Graflex with Xenar F4.5 lens, 27 cm., film pack adapter and focus panel.

Bargain Price $129.50

4x5 R. B. Series B Graflex with film pack adapter. No lens.

Bargain Price $47.50

4x5 Auto Graflex with Voigtlander Dynar F6 lens, 12 inch, with magazine and focus panel.

Bargain Price $98.50

4x5 R. B. Graflex with 10-inch F4.5 Kodak Anastigmat lens and film pack adapter.

Bargain Price $140.00

3¼x5½ Graflex with 5x7 B & L Tessar, 1C, adapter, case and holder.

Bargain Price $45.00

3¼x4¼ R. B. Telescopic Graflex with B & L Tessar, F4.5, and film pack adapter.

Bargain Price $72.50

Six 4x5 Graflex Plate Holders with film sheaths.

Bargain Price ..... $2.00 each

24-Inch Easy Photo Wringer

Bargain Price $13.50

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Description and illustration of any article gladly sent on request.

HANCE GROUND GLASS SUBSTITUTE

A standard item for many years.

Bargain Price, per bottle.....**38¢**

Cirkut or **Medley Print Frame** with Plate Glass. 8x30 inches.

Bargain Price **$6.50**

Horseshoe Wringer with 16-inch rollers.

Bargain Price **$12.75**

"Money Making Ideas For Portrait Studios" by Abel.

Reduced to

Bargain Price of.....**$2.00**

8x10 Monitor View Camera with Case and one Film Holder. Has 23-inch leather bellows.

Bargain Price **$32.50**

Dry Mounting Press with tacking iron. Very good condition.

Bargain Price **$39.50**

Midget Border Printer with set of six masks. Reconditioned.

Bargain Price **$36.50**

Miraphot Enlarger with F6.3 Novar Lens. This is an Auto-Focus Enlarger for negatives 3¼x4¼ and smaller. Slightly shopworn.

Bargain Price **$29.50**

CONVERTED BEATTIE FLOODLIGHT

A Beattie Arc Lamp has been converted by the addition of mogul sockets and #4 Photoflood lamps so that it offers an attractive appearing, efficient, high-power lighting unit at moderate price. Diffusion curtain is included. Here is an excellent camera room lamp at popular price.

Bargain Price **$59.50**

H & K ARC SPOTLIGHT

Requires no special wiring and uses ⅜-inch carbons. A much more powerful registering light than any Mazda unit you may have.

Bargain Price **$29.50**

Johnson Ventlite Junior Reflector and Adjustable Stand.

Bargain Price **$10.50**

14-inch Condensing Lenses in modern book type mount. Excellent condition.

Bargain Price **$65.00**

#4 CROWN TRIPOD

Maximum height 5½ feet. Good condition.

Bargain Price **$9.50**

Stoneware Tank for 5x7 or 8x10 negatives. Measures 7½x10½x10½.

Bargain Price **$4.75**

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Description and illustration of any article gladly sent on request.

Halldorson Home Portrait five-unit Lamp with heavy stand.

Bargain Price **$25.00**

Vertex Enlarger with F6.3 lens. Designed for 35 m/m negatives and will enlarge to 8x10. Slightly shop-worn.

Bargain Price **$22.50**

Ansco Universal Stand

Bargain Price **$17.50**

Pola Screen. Type I. 2½-inch and holder.

Bargain Price **$12.50**

No. 5 Century Studio Stand. Suitable for 5x7 Studio Camera.

Bargain Price **$18.50**

Duplex Jr. Twin Arc Lamp with case and stand. A good lamp for Home Portrait or Commercial use, or proofing.

Bargain Price **$22.50**

Duplex Jr. Double Arc Lamp with case and stand. This is an automatic self-feed arc lamp.

Bargain Price **$29.50**

6½x8½ HEAVY PRINT FRAMES
With Glass

Bargain Price ..... **70¢ each**

8x10 Century Universal View Camera. Looks like new.

Bargain Price **$72.50**

Self-Registering Maximum and Minimum Thermometer, complete with horseshoe magnet. Finished in black; white scale for setting.

Bargain prices:

8 inch **$3.25**
10 inch **3.75**

CHRISTMAS STOCK PAPER

An assortment of 4¼x5½ double weight Azo is available in 2-dozen and 1-gross packages. Fresh stock. Send for list.

Kalart Model C (Senior) Synchronizer for Graphic and other cameras fitted with Compur Shutter. Guaranteed perfect condition.

Bargain Price **$15.00**

5x7 Coronet View Camera without case but with one film holder. Condition like new.

Bargain Price **$19.00**

4-Wheel Century Studio Stand for Studio Cameras.

Bargain Price **$19.50**

7x17 Korona View Camera with three film holders. Condition is excellent.

Bargain Price **$52.50**

Film Drying Rack for 50 Film Hangers.

Bargain Price **$1.50**

Anthony Scoville Studio Camera with 8x10 modern double film holder.

Bargain Price **$39.00**



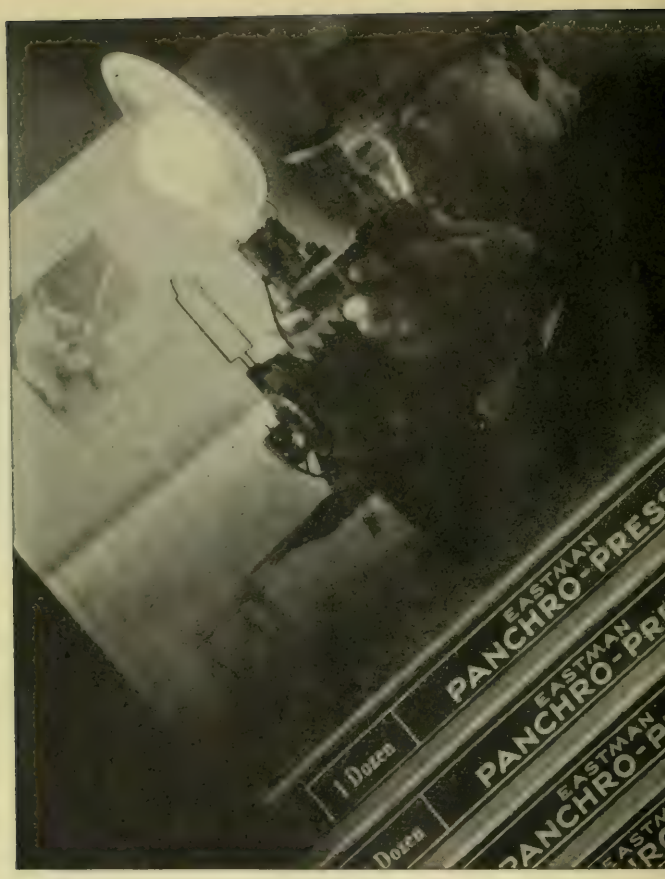
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SINCE the excellence of your work is expressed by the prints you deliver, they should be made on the finest papers obtainable Vitava.

Vitava Opal reproduces all of the delicate gradation of the finest negative, in contact print or enlargement. There are fifteen beautiful grades to choose from. Eastman Kodak Company, Rochester, N. Y.

VITAVA OPAL PAPER

FOR ENLARGEMENTS OF CONTACT PRINT QUALITY



Panchro-Press Gets It

SKIING, skating, boxing, wrestling, basketba
these are only a few of the examples of athletic eve
for which the flashing speed of Panchro-Press
assures successful negatives. Its long scale of gra
tion, and dependable uniformity have made it
choice of commercial as well as press photograph
Eastman Kodak Company, Rochester, N. Y.

EASTMAN

PANCHRO-PRESS FILM FOR BETTER NEWS PICTUR

THE FOCUS

Published Monthly in the Interests of Professional Photography

VOL. XIV MARCH, 1938 No. 3



MAR 31 1938
RECEIVED
ACADEMY OF SCIENCES

NEOPOLITAN BOY
By J. B. MONACO

Published by
HIRSCH & KAYE
SAN FRANCISCO



"FLYING RIBBONS"
London Salon, 1937

A Velour Black Print
by DEVER TIMMONS, A.R.P.S.

THE THRILL OF ARTISTRY

Capable of yielding the finest enlargement procurable from your choice negatives, Velour Black surprises professionals and advanced amateurs with its unsurpassed rendition of negative quality. On your next lot of enlargements, use Velour Black; enjoy the glowing satisfaction of displaying projection prints artistically faithful to the negative in every feature.

VELOUR BLACK . . . *for prints by projection*

In 25 varieties—8 offering 4 grades of contrast, for complete negative coverage. Notable for exposure speed, wide latitude, simplicity in manipulation. Special coatings for *Bromoil* and *Carbro* work. Get Velour Black from your photo supply dealer.

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ROCHESTER, N. Y.

THE FOCUS

Prepared and Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE

239 Grant Avenue, San Francisco

The Largest Independently Owned Photo Supply House in the West

VOL. XIV MARCH, 1938 No. 2

Introducing—



JOHN B. MONACO . . .

San Francisco

As Dean of San Francisco Photographers, 81 years rest lightly upon the shoulders of John B. Monaco.

Yesterday we pulled our chair into the family-circle of his home and into his confidence.

Recently he had closed his Columbus Avenue Studio and retired . . . not to idleness . . . but to paint the things the leisure of a busy life had denied him. Very early, indeed, came a calling to the arts and all his life it has been a controlling passion with him. At the age of 13, in the Old World, he painted the volcano Vesuvius, from life, in full eruption. His pigments then were pulverized ash, brick and charcoal made by his own hands. The canvas still hangs in his home, vivid in color and unimpaired in texture.

In his early San Francisco days his work brought him to the attention of the then famous painter, DOMENICO TOJETTI, and it became the privilege of Monaco to study under this master for a number of years. During this period of time he developed a distinct style and character to his work. One must see his studies of Napoleon, Washington and Lincoln to judge this quality for himself.

But first, we must get at the story in a logical fashion—

"John B" was born near Locarno, Switzerland, on December 13, 1856, of Swiss-Italian parents. He was one of ten children; his father a man of 70 at John's birth.

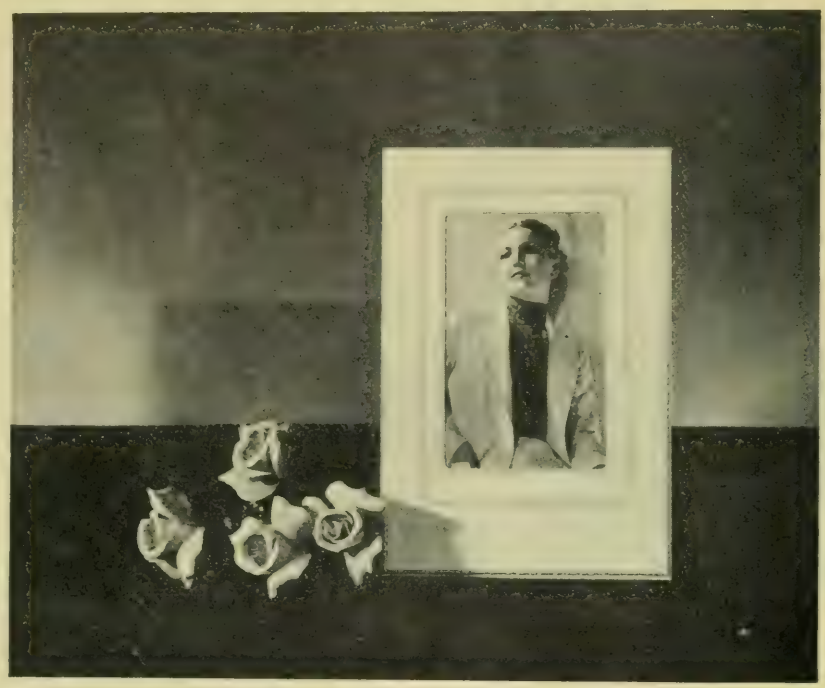
In 1875, on November 17, to be exact, this young embryo photographer and painter arrived in New York, wide-eyed and anxious. General Grant was then President of the United States and the American frontier was then hardly west of the Mississippi.

A year later, in 1876, during which year Bell patented the telephone . . . John Custer was scalped by Sitting Bull . . . and Colorado was admitted to the Union . . . Monaco and his brother Louis opened a photo studio in the lively mining camp of Eureka, Nevada.

Exciting days, those! The era when Might was Right and the law of the camp. In months that followed came word of Edison's invention of the phonograph and of the frenzied Presidential election wherein Rutherford B. Hayes became President of the United States over S. J. Tilden by one single electoral vote.

"J. B." and his brother prepared all of their own wet plates and collodion. The prints were on albumen paper and anything could happen—and usually did. Exposures in good light were 7 seconds for babies and 15 seconds for adults. The cash customers waited while the negatives were developed and many-the-time "J. B." pointed a finger of discipline as he shouted, "You moved!"

(Continued on page 9)



Gross Mountings assure you . . . and your public, too, that the photograph which you deliver to your customer is personal, a portrait, not a mass product . . . The finer your artistry, the more imperative it becomes that it be well mounted . . . Send for an illustrated circular describing Gross Mountings.

THE GROSS PHOTO SUPPLY CO.
MANUFACTURERS · TOLEDO, OHIO

Canadian Agents: W. E. Booth Company, Limited, Toronto, and Montreal

Two New Mazda Photoflash Lamps

The General Electric Company announces as of March 1st, the addition of two new and radically different MAZDA photoflash lamps, adapted to the characteristics of the newer photographic materials and practices. Limited quantities will be available shortly after March 1st.

Period of Flash Lengthened—Size of Bulb Reduced

The outstanding difference between these two new lamps and other MAZDA photoflash lamps is the longer period of flash in both new lamps and the small size of MAZDA photoflash lamp No. 7.

MAZDA PHOTOFLASH LAMP NO. 7

This new lamp is designed for news and general photography but its small size and long period of flash will also appeal to the amateur. It is filled with fine aluminum wire and also contains a small piece of aluminum foil. Made with quick breaking filament, this new lamp conserves the life of the battery with which it is flashed. The average synchronizer adjustment used with MAZDA photoflash lamp No. 20 can also be used with this lamp.

MAZDA PHOTOFLASH LAMP NO. 15

This new lamp, while similar in appearance to MAZDA photoflash lamp No. 10, differs radically in performance. This is because the aluminum foil has been treated in a special way to lengthen the time of the flash and increase the accuracy of timing as well as the total light output. It also has a quick breaking filament. The average synchronizer adjustment used with MAZDA photoflash lamp No. 20 is satisfactory for this lamp. It can be distinguished from lamp No. 10 by the green disc.

This new lamp is designed for news photographers as well as amateurs who can benefit from these improved operating characteristics.

LAMPS FOR CANDID CAMERAS

The increased duration of flash in these two new lamps will be useful to the candid camera fan.

NUMBER 7

Lumen Seconds	18,000
Bulb—A-15. Maximum over-all length	$3\frac{7}{8}$"
Standard Package Quantity	60
Voltage	3 to 125, AC or DC
List Price	$0.18

NUMBER 15

Lumen Seconds	30,000
Bulb—A-19. Maximum over-all length	$4\frac{15}{16}$"
Standard Package Quantity	60
Voltage	3 to 125, AC or DC
List Price	$0.18

HIRSCH & KAYE

Will Supply GE Lamps of All Kinds

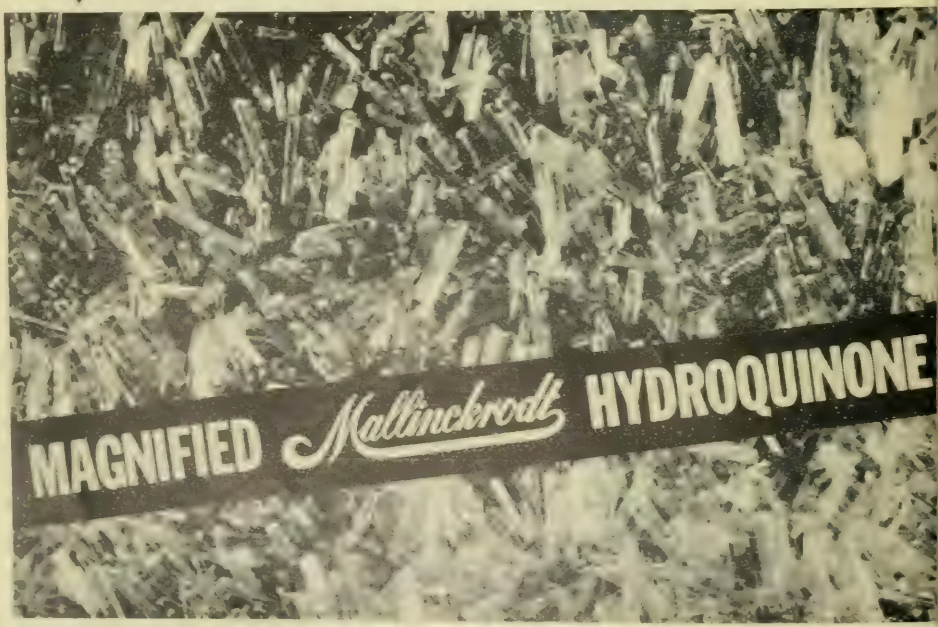
DID YOU EVER SEE **HYDROQUINONE** LIKE THIS?

When you examine Mallinckrodt Hydroquinone, Photo-Purified, with the naked eyes, you see a soft, silky texture. But the photo-reproduction at the bottom of this page shows it as the camera sees it, enlarged several times. Notice the extreme uniformity of the crystals. This insures easier handling, in weighing or measuring. See how distinctly separate the crystals are — no inclination to form lumps. For the first time, we have been able to illustrate photographically the phrase "physically perfected", as applied to hydroquinone.

This uniformity — physical as well as chemical — is characteristic of the entire Mallinckrodt Line of Photo-Chemicals. Specify definitely when you order — "MALLINCKRODT."

Mallinckrodt
CHEMICAL WORKS
2nd and MALLINCKRODT STS. - ST. LOUIS, MO.
72-74 GOLD ST. - NEW YORK, N. Y.

CHICAGO PHILADELPHIA TORONTO MONTREAL



No. 446 Kodak Film Assortment

THIS new assortment is made up of 108 rolls of Kodak Verichrome Film, assorted in five fast-selling numbers. Included in the assortment, without charge, is a sturdy, good-looking displayer finished in silver with lettering in red, outlined with blue. A heavy glass window is in front. Reproductions of three appealing snapshots are displayed behind glass, in a panel across the top. The displayer takes only 4⅞x9½ inches of counter space, stands 21¾ inches high.

A schedule of Kodak Film prices goes with each assortment, also a post card which, filled out and returned, entitles the sender to a window display consisting of centerpiece, two side cards and a window streamer.

All dealers will want to take advantage of the opportunity to obtain this well rounded supply of film and the sales stimulating counter dispenser. Packed for shipment each assortment weighs 16 pounds.

NO. 446 KODAK FILM ASSORTMENT

No. Rolls	*Film Number*	*Retail Each*	*Total*
36	V116 Kodak Film	$ .35	$12.60
12	V616 Kodak Film	.35	4.20
36	V120 Kodak Film	.30	10.80
12	V620 Kodak Film	.30	3.60
12	V127 Kodak Film	.25	3.00
108		List Value	$34.20

No. 447 Kodak Combination Assortment

CONTAINING the same 108 roll assortment of Kodak Verichrome Film as No. 446, the No. 447 Kodak Combination Assortment has, in addition, four cameras—one Six-16 Brownie, one Six-20 Brownie, one Six-16 Brownie Junior, and one Six-20 Brownie Junior.

Included also is a striking counter displayer. This new combination cabinet provides not only a counter dispenser for a generous portion of the assorted numbers of Kodak Verichrome Film, but also shelves for showing two of the cameras included in the assortment.

The displayer is well built, attractively designed, and is finished in silver. The lettering is red, outlined with blue. A heavy glass window is in front of the film display shelves, and reproductions of three snapshots are shown in a panel at the top. A simple anti-theft device for the two cameras to be displayed is included. The complete displayer needs a counter space only 17¼x6¾ inches. The height is 21¾ inches.

A Kodak Film Schedule and return card for advertising material are included. Packed for shipment the No. 447 Kodak Combination Assortment weighs 24 pounds.

NO. 447 KODAK COMBINATION ASSORTMENT

No. Rolls	*Film Number*	*Retail Each*	*Total*
36	V116 Kodak Film	$ .35	$12.60
12	V616 Kodak Film	.35	4.20
36	V120 Kodak Film	.30	10.80
12	V620 Kodak Film	.30	3.60
12	V127 Kodak Film	.25	3.00
108		List Value	$34.20

NOW... An Economy Camera that Uses a Shorter Film Unit.



Keystone "K-8" Camera

$29.95

USE EITHER

Single or double 8

WITH THE SAME CAMERA!

The New KEYSTONE

K-"8"

Will Use Kodachrome, Too!

Now . . . if you'd rather use a shorter film unit you may do so with the new Keystone "K-8"—the camera that takes either double "8" spools, or the $1.45, 30-ft. single "8" film of equally fine quality. Has all the other popular Keystone features—pocket size—smart, durable bronze grain finish—F3.5 lens, interchangeable with fast or telephoto lenses—three speeds—direct vision viewfinder—built in exposure chart, and many others.

No other equipment offers all these advantages, as found in Keystone equipment.

Intelligently designed.
Sturdy and accurate construction.
Simplicity of operation.
Dependable and satisfactory in performance.
Priced within reach of everyone.
Choice of 8 mm. or 16 mm. equipment.
Choice of lenses on cameras.
Choice of lamp illumination in projectors.

Other Keystone "8" Cameras

With F2.7 lens.....$39.50
With F1.9 lens..... 69.50

Keystone 16 mm. Cameras

With F2.5 lens.....$38.50
With F1.5 lens..... 75.00

Keystone "8" Projectors

With 300-watt lamp.....$39.50
With 500-watt lamp..... 55.00

Keystone 7-Speed Camera

With F2.7 lens.....$48.50
With F1.5 lens..... 78.50

Keystone 16 mm. Projectors

With 300-watt lamp.....$44.50
With 500-watt lamp..... 55.00
With 750-watt lamp..... 72.50

Dealer inquiries are invited.

J. B. Monaco

(Continued from page 3)

In 1888 the two brothers came to San Francisco and opened a studio at 1228 Market Street, between Taylor and Jones. In '94 they moved to the corner of Geary, Kearny and Market, where John established a far-flung reputation for his charcoal and crayon etchings. In '97 the brother died and John continued in the location alone until 1902. At that time he moved to 205 Columbus Avenue, then known as Montgomery Street. The studio was destroyed by fire in 1906 and rebuilt six months later.

In 1920 he purchased his own building at "234," across the street, and has continued in that location until this day. The year 1937 marked the completion of 61 consecutive years in photography. Mr. Louis Ferrari, who died in 1933, was identified with him in business for over 30 years. A brother, Moreno Monaco, also a photographer, operated a studio in Stockton for a great many years.

In 1908 J. B. returned, for a three months visit, to Switzerland and Continental Europe. In 1920 he suffered the loss of a devoted wife. His one son, Dan, is a motion picture engineer and technician of considerable prominence.

Today, as we speak of the present again, he paints or thumbs a volume of Dickens, as he chooses. He is Grandpa to two small children. Good health blesses him.

J. B. Monaco . . . Photographer . . . Painter . . . Gentleman of Leisure . . . we are proud to call him "Friend."

Victor L. Englander is now the owner of the well known Robinson Studio in Merced. Mr. Englander has had much varied experience in the motion picture industry and is a skilled aviator and aerial photographer. Before long we hope to tell you of some of his interesting experiences.

Exhibition Mounts

PHOTOGRAPHERS who plan to exhibit their prints at the Sacramento Convention or other events are reminded that we can furnish suitable mountings for exhibition purpose. The Exhibition Mount is available in white and cream color in both smooth and pebbled surface.

The mounts are packed 12 to a package, each containing either all white or all cream mountings, or six of each color. They are available in various sizes as follows:

11x14	$1.00 a doz.
14x18	1.50 a doz.
16x20	2.00 a doz.
20x30	2.50 a doz.

There is still time to place your order.

W. F. Henry recently celebrated his 75th birthday. Mr. Henry has been located in Vallejo for many years. We have a very interesting picture of Mr. Henry cutting his birthday cake which he ultimately found beneath the numerous candles. Mr. Henry recently installed some time-saving Pako equipment.

* *

Lyle Rennick of Fresno came to San Francisco for the selection of new equipment. Mr. Rennick fortunately selected for his visit a day of clear weather, as the following day we had another heavy rain.

* *

R. A. Graham of Colusa made a hurried trip to San Francisco on business matters. His visit was as brief as the sunshine during the wet season.

Information Wanted

Information is wanted about the address of ADOLPH CRONACHER so that he may be notified about a family matter of much interest to him. Mr. Cronacher at one time was employed in a Marysville studio.

Gevaluxe
Velours

THIS new, *patented* paper is so totally different from any other that it beggars description. To appreciate its revolutionary character, you must inspect an actual print, and see for yourself the extraordinarily stereoscopic effect which Gevaluxe lends to a picture. Prints may be seen at Hirsch & Kaye's, San Francisco.

The Gevaert Company of America, Inc.
6368-70 Santa Monica Boulevard
Los Angeles
New York—Chicago—Toronto

Hirsch & Kaye carry all Gevaert Products

NEWS ITEMS

A picture of the **Ullom Studio** at Las Vegas, Nevada, reveals a charm and application of native architecture seldom found. The studio occupies the middle section of a building of considerable frontage and the wings are used for the display of Indian arts, pottery and curios. The building is modern in every respect.

* *

The Estey Photo Service in Oakland is now located at 534 17th St.

* *

H. H. Platt of Redding was a recent visitor in San Francisco and spent several days in this city.

* *

F. H. Webb of Hanford was likewise a week end visitor.

Mr. and Mrs. Norman Cooke of Pittsburg were recent visitors in San Francisco for the purchase of new equipment.

* *

J. P. Graham of Del Monte has returned from a special assignment which took him to the Orient.

* *

Mitchell W. Allen of San Luis Obispo made a hurried trip to San Francisco for the selection of special equipment.

* *

INFORMATION WANTED

Information is wanted about **J. L. Harris,** who recently operated in the vicinity of Hanford, California. Anything you can tell us will be kept confidential and will be appreciated.

Photographic Business on Up

There are, these days, an estimated 25,000,000 cameras in the country, of which 250,000 are expensive, equipment-swallowing miniatures. Value of photographic products manufactured in the U. S. alone has taken a 25% jump annually since 1933; is expected to reach $125,000,000 in 1937; and this doesn't include imports.—*Tide.*

Panels Are Back

The advertisement of Taprell, Loomis & Company in this issue is of special interest to photographers.

Notice the new style mountings offered in the Rocket style. Notice how superior the proportions are for full length figures as compared with the orthodox, oblong folders used for head and shoulder pictures. Notice how much more suitable the new styles are for school use.

Alert photographers will promptly investigate "The Rocket" and similar styles and feature something new and distinctive.

Registration at the Sacramento Convention

It will be well to remember that the manufacturer's exhibit and print display at the Sacramento Convention will be open to the public without admission charge. The lectures are held in a separate building and there will be a registration fee of $2.50 per person for attendance at all the lectures. A fee of $3.50 for man and wife has been arranged.

Expert Retoucher · Etcher

Mail Orders Promptly Attended To

A. SHAPIRO
334 FUNSTON AVE.
SAN FRANCISCO, CALIF.
Phone BAYVIEW 9925

RETOUCHING

By expert of years
of experience

MAIL ORDERS SOLICITED
Prompt Service. Prices Reasonable

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MATILDA S. RANSDELL
760 Fifth Avenue San Francisco
Telephone BAyview 4584

A. K. DILDILIAN

Artist · Retoucher

339 NORIEGA ST. SAN FRANCISCO
OVERLAND 6820

Better

Photo Retouching and Art
Coloring · Miniatures ·
Commercial Coloring

Best of Service

SPECIALIZING IN SCHOOLS

EMERSON BEERS
714 HEARST BLDG. SAN FRANCISCO

STERLING TANK OUTFITS

SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



2 SIZES
12, 19 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
COMPACT
DURABLE
EFFICIENT.

The best by test.

From the Melting Pot to Your Bank Account

ALBO

Gets all the silver from your Hypo Solution. The ideal precipitant—clean, odorless, speedy, complete recovery. $3.00 for 5-lb. can. Full directions enclosed.

Prepared by Wildberg Bros. Smelting & Refining Co., 742 Market St., San Francisco, who will buy all the recovered silver at highest market price.

Distributed by
HIRSCH & KAYE

Make Your Plans Now . . . to Attend the

EASTMAN
Professional Demonstration

THURSDAY and FRIDAY, MARCH 31st - APRIL 1st, 1938

In the HOTEL EMPIRE

Leavenworth and McAllister Streets, San Francisco

☛ *NOT* at the Whitcomb Hotel as shown in previous notice

All major Photographic Subjects will be covered

OPERATING ✓ POSING ✓ LIGHTING
COMMERCIAL ILLUSTRATION ✓ ADVERTISING
PRINTING ✓ MASKING ✓ MOUNTING ✓ COLORING

All Professional Photographers and their Employees Are Invited

GEVALUX

FOR some time Gevalux has been advertised in "The Focus" and we wonder if all of our readers have made a set of prints on this remarkable paper.

The surface of Gevalux paper is so different from any other paper that a Gevalux print immediately becomes distinctive. There is a depth and warmth in the shadows which will hold your attention and the generally stereoscopic perspective gives a charm to a picture that will linger.

It is our suggestion that you order a package of Gevalux and make some prints in order to satisfy yourself that our claims for Gevalux are modest. Gevalux prints in your showcase will draw attention to your studio.

Eastman Film and Plate Developing Hangers No. 4A

CORNER construction of No. 4 Eastman Film Developing Hangers has been changed so that the more popular sizes will now accommodate photographic plates, as well as cut films.

EASTMAN FILM AND PLATE DEVELOPING HANGERS No. 4A

Sizes	*Price*
3¼x4¼	60¢
4 x5	60¢
4¾x6½	60¢
5 x7	60¢
6½x8½	75¢
8 x10	75¢

Sizes 7x11 and 10x12 will continue to be supplied in the same style as formerly under the name "No. 4 Eastman Film Developing Hangers."

WONDERLITE

FIVE HOUR ✦ TEN HOUR ✦ FIFTEEN HOUR

PHOTOGRAPHIC LAMPS

PICTURE FLOOD

THE WONDERLITE PICTURE FLOOD lamp fills a universal need, being designed for all general photographic purposes. It is rated high in light values and provides a full amount of all the colors of the spectrum, including red, infra red, and yellow as well as blue, violet, and ultra violet.

PICTURE FLOOD light is effective with all emulsions which have been made sensitive to the full range of the spectrum, and works equally well with Ortho Plates, Panchromatic, sensitive or supersensitive film.

Like all lamps in the Wonderlite Series, the design of the WONDERLITE PICTURE FLOOD is such that long life is assured with a minimum loss of light through blackening.

Rated Life	Approx. Lumens	Approx. Amps.	Voltage Range	Base	List Price
5 hour	10,500	2.7	105-120	Medium	.35
10 hour	21,000	5.0	105-120	Medium	.65
15 hour	40,000	10.0	105-120	Mogul	2.00

FILTER FLOOD

WONDERLITE FILTER FLOOD lamps produce a balanced, filtered light source of high intensity, as fast as daylight. The same emulsion speed should be used as in taking pictures outdoors, to avoid over-exposure.

This lamp is made of a special blue glass that filters out most of the yellow, red and infra red rays, objectionable in color photography, and thus eliminates the need for filters and associated equipment. Filter flood light will give perfect color rendition with outdoor Kodachrome without the use of a lens filter.

FILTER FLOOD lamps may be used for black and white photography. With S S Pan, overcorrection in the red is eliminated.

A word as to the superior effects obtainable. The emitted light is *cool and without glare,* not only adding to comfort of both photographer and subject, but also permitting subject to present a more natural expression. Filter flood light eliminates back-flash. Thus it is possible to photograph glassware, jewelry and other highly polished objects, without the usual preliminary preparation and bothersome retouching. Pictures made in Filter flood light have a modeled effect and depth approaching the third dimension.

Rated Life	Approx. Lumens	Approx. Amps.	Voltage Range	Base	List Price
5 hour	7,500	2.7	105-120	Medium	.50
10 hour	15,000	5.0	105-120	Medium	.90
15 hour	29,000	10.0	105-120	Mogul	2.50

Announcement

The HAMMER Dry Plate and Film Company announces a new Portrait Ortho Film. This medium was developed and manufactured with but one single thought in mind—to assist the professional photographer in making outstanding negatives for better portraits and pictures that sell. + + +

Order from
Your Supply Dealer

HAMMER DRY PLATE & FILM CO.
SAINT LOUIS

"Sussman Mounts are Paramount"



VAUGHN EASELS

Here's another of the NEW 1938 STYLES, which the SUSSMAN CO. is offering through your dealer. When you use this line, you are not only getting the best that is to be had in stocks and workmanship, but in fine styling, and in addition, this line is made in the horizontal sizes, in the sizes which will help you to use just one line for your entire school work.

Gloss Coated Stocks Serrated Edge Underlay
Gray and Silver Neutral and Gold
3-Piece Slip-Under Easel
Large Outside Sizes

Outside Size	*Print Size*	*Price per 100*
4⅞x 6⅝	3x4	$ 6.00
5⅜x 7⅝	3x5	7.50
6⅞x 6⅛	5x3 GR.	8.00
6⅛x 9	4x6	9.00
7⅞x 6¾	6x4 GR.	9.50
7⅛x10⅛	5x7	10.00
8⅞x 7⅝	7x5 GR.	10.50

BRANDON EASELS

Modern technique, expertly applied, is evident in this new line of easels, which represents just one of the new, fine lines which the SUSSMAN CO. is offering to the photographic trade for the NEW SEASON OF 1938.

Gloss Coated Stocks Serrated Edge Underlay
Oversized
Gray and Silver Neutral and Gold

Outside Size	*Print Size*	*Price per 100*
4⅞x 6⅝	3x4	$ 6.00
5⅜x 7⅝	3x4½	7.50
6⅛x 9	4x6	9.00
7⅛x10⅛	5x7	10.00



Manufactured by A. SUSSMAN & CO., Philadelphia, Pa.

Remember . . .
We will sell you ***any*** quantity of these mounts in any size.

Order from
HIRSCH & KAYE

IN STOCK FOR IMMEDIATE SHIPMENT

Convention Chairman
EARL M. CILLEY
BOX 1111
MARYSVILLE, CALIFORNIA

TO OUR FELLOW PHOTOGRAPHERS:

The Third Annual Convention of the Associated Photographers of the Sacramento and San Joaquin Valleys is to be held again this year in conjunction with the California Flower Show at the California State Fair Grounds on April 23 and 24, 1938.

As has been the policy of our Association in the past, our convention plans are to give a program, manufacturing exhibits and a print exhibit that will rival, if not surpass, any of the features in any other convention held in the United States.

Our program is made up of the leading authorities on the various phases of photography that can be obtained anywhere. Our registration fee is $2.50, which is ridiculously low for the value we have to offer. We also have print exhibit rules, which are published elsewhere.

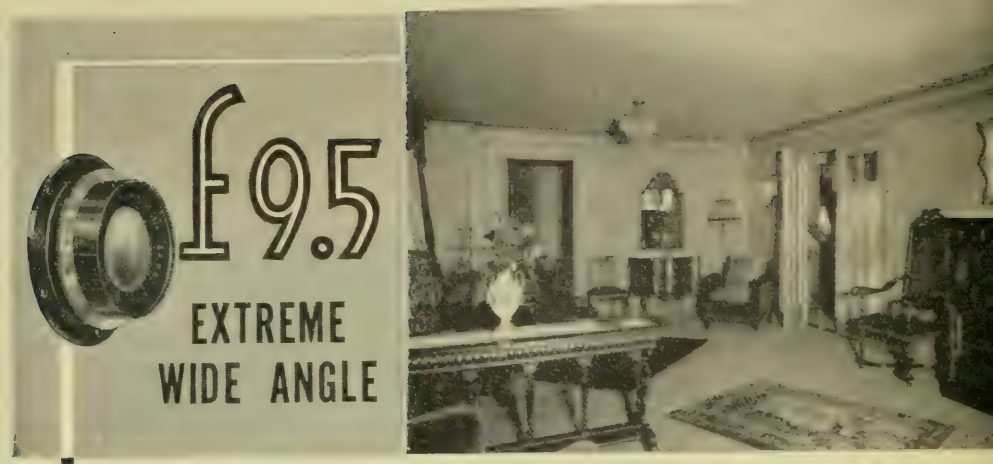
All of the photographers throughout this area are using the prints hung at our convention to a marvelous advantage. A satisfied public is quick to appreciate your making prize winning photographs in portrait and commercial work, and that fact alone will add dollars to your income. So let's have your print in our exhibit and your attendance at our convention on April 23 and 24, 1938.

The cost is a mere $2.50 for a million dollars of returns.

Yours for the best in photography,

EARL M. CILLEY.

EMC:af



FOR INTERIORS, BANQUETS, FLASHLIGHT WORK

● Here's the lens to use when cramped for space—Wollensak Series III Velostigmat *f*9.5 (covers an angle of 90°). Yields sharp, brilliant negatives with virtually no distortion. Stopping down necessary only to increase depth of focus. Due to exceptional speed is ideal for focusing in dimly lighted interiors, outdoor snapshots, flashlight work. Made by *lens specialists* (since 1899).

Series IIIa *f*12.5—the inexpensive wide angle. Combines speed, extreme angle, reserve covering power at a very moderate price.

Try either of the above lenses—at our risk. Details of trial-offer plan on request.

Write for FREE Book!

WOLLENSAK OPTICAL COMPANY
ROCHESTER, N. Y.

WOLLENSAK

Print Rules

Picture Exhibit Rules of the Associated Photographers

of the

Sacramento and San Joaquin Valleys

SACRAMENTO, CALIF. APRIL 23-24, 1938

Portrait and Commercial prints will be accepted and hung from the following classifications:

COMMERCIAL	PORTRAIT
Pictorial	Men
Architectural	Women
Illustrative	Children
Animals	Double
Groups	Character
Candid Camera	Miniatures
Nudes	Hand Colored Prints
Color Photography	Bridal
Home Portraits	Novelty or Color Portraiture
News	Hands

No Exhibitor may exhibit more than ten (10) prints.

All prints must be mounted on matte mounts, no mount larger than 16x20, except in circuit prints.

The name of Studio should be on the face of each print hung.

No print will be exhibited which has on the face of print or mount any seals or awards from other exhibits.

Framed prints with or without glass will not be hung excepting miniatures.

The complete return address must appear on the inside of wrapper so that the same wrapper may be turned and used for returning prints. This will be done by express collect, this being the only way a receipt can be obtained for all packages and proper return assured.

A certificate of honor and merit will be mailed to each exhibitor whose prints are found worthy of hanging. No ribbons will be awarded. A seal of merit will be placed on each print hung.

All Exhibits must reach Sacramento not later than April 16th.

Address your exhibit as follows:

Photographers Convention
1105 L Street, Sacramento, Calif.

All prints are sent absolutely at owner's risk.

NOTICE

A doubled program of the Convention will be sent on request to Hirsch & Kaye

Exhibits 1937 Convention



Inset—Earl M. Cilley. Marysville; General Chairman, 1938.

Halftones courtesy Dome Engraving Co., *Sacramento.*
Photographs courtesy Fredric-Burkett and McCurry, *Sacramento.*

The Sacramento Convention

THE ASSOCIATED PHOTOGRAPHERS of the Sacramento-San Joaquin Valleys will hold their third Annual Convention at the State Fair Grounds, Sacramento, Calif., on April 23rd and 24th, 1938, and it promises to be an even greater success than the two previously held.

Able speakers and demonstrators, a great many of them nationally known, have been secured for the occasion and they will be prepared to give those who attend the latest, up-to-the-minute developments in photography. The Convention really resolves itself into a school of instruction. The 1936 and the 1937 Conventions were declared by persons who had attended similar affairs from coast to coast, to be equal to any state convention they had attended, and even compared favorably with the National Convention.

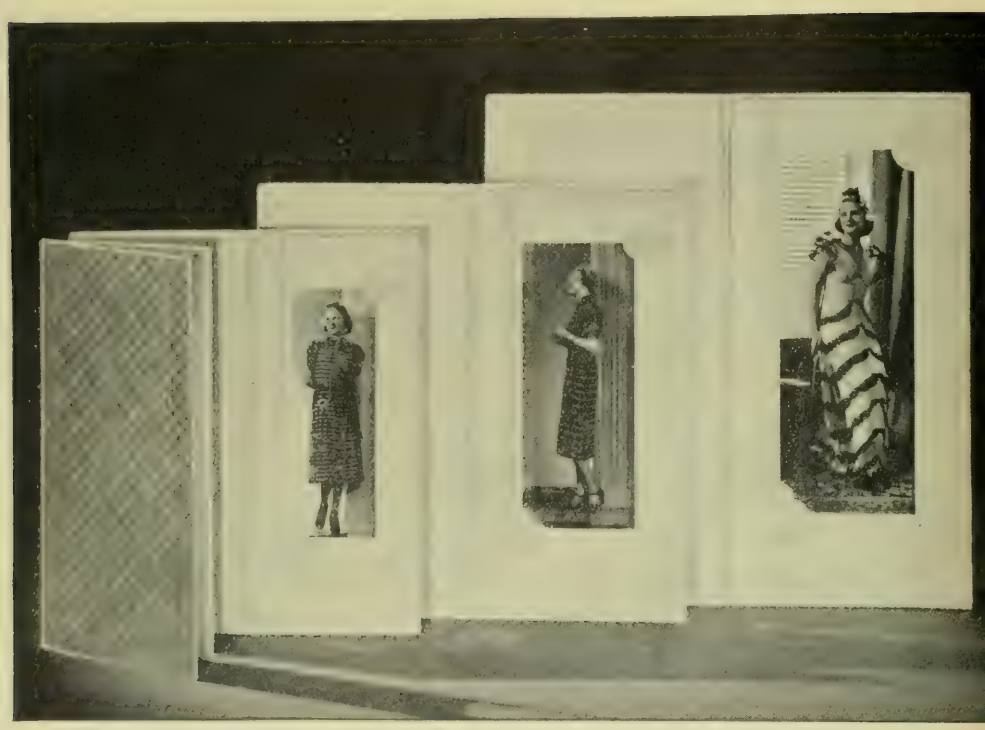
Among the many exhibits of prints, the U. S. Camera Salon, comprising some of the finest photographic productions of 1937, will be shown again this year. This will be the third consecutive year the Association has been fortunate enough to secure this exhibit.

On the opposite page are shown some general views of the exhibits of prints and equipment of the 1937 Convention. The lower left panel is the building devoted to lectures and demonstrations, and, lower right, is the Exhibition Hall.

Those attending will also have the opportunity of visiting the Annual Flower Show held on the same dates in a building adjoining that in which the photographers have their exhibits.

Do not forget the dates—April 23rd and 24th, 1938—State Fair Grounds, Sacramento, Calif.

Here is the answer to "What's New?"



THE ROCKET

Design for Panel Sizes only

To enable you to show standing figures in properly balanced mounts.

ROCKET prints look different—that's what you need in these days—the "different" to coax the dollar. Get acquainted with it at once to feature it as your leader for spring business.

Sizes—2⅛x6 opening (2 out of 5x 7 paper)
2⅞x7 opening (3 out of 8x10 paper)
3½x9 opening (2 out of 8x10 paper)

Colors—White or Ivory.

Your stockhouse salesman has samples . . . have him show them to you.

For fifteen cents we will send you a sample of each size . . . ask for Sample Offer R-1.

EASTMAN KODAK COMPANY

[TAPRELL LOOMIS DIVISION] CHICAGO, ILLINOIS

Jerry's Corner



By Himself

Since I've been drinking dated coffee, I've become interested in Charlie McCarthy.

I've looked up his family tree and find he comes from good stock—the Pine family of Oregon.

He's a chip off the old block, but don't tell anybody—will you—he's a fugitive from a wood pile.

The movie stars may be in love with him but that's O.K. by me. If they prefer a block head that let's me out. I wood knot be that way.

His head reminds me of a piece of soft wood—redwood.

But he's got some advantages over me. Sandpaper is cheaper than razors.

And you can't blame him for anything he says.

He's got the skin you love to touch —with a jack knife.

He was the forgotten man till Bergen cleaned out a closet.

For popularity—the prospect's good,
A rag—some paint, and a hunk of wood;
They call him an idol fair,
Even as you and I.

And this being the month of March, my friends, what wood be a better time to nominate, as the people's choice—Charlie McCarthy.

He will give strength to his party's platform.

He can kindle a hot campaign.

Here are some catchy slogans he can use:—

"Keep the home fire burning with Charlie McCarthy."

"The taxpayer's choice—Charlie McCarthy for 75 cents a week."

"A plank steak in every skillet."

"Start a happy cord with Charlie McCarthy."

"Why ask for bread? Charlie will increase the nation's waist line with laughter."

"For a sound government—Charlie McCarthy and Edgar Bergen."

"Free firewood for every home and every stick a chance to be famous."

"Charlie McCarthy and a planed life."

"A vote for Charlie McCarthy means more chips for the Navy."

"A big stick and a woodshed for every aggressor."

But remember, Charlie, when you broadcast a fireside chat—don't get too near the fire.

—JERRY.

Swing in Photography

As Demonstrated by

KARL AND EMILY ROMAINE

At the Sacramento Convention, Saturday, April 23

•

Famous Illustrative and Fashion Photographers,
Assisted by Beautiful Model

•

This demonstration will be the outstanding event at the Convention. Mr. and Mrs. Romaine will demonstrate the modern lighting and posing methods which so definitely bring out the personality of the subject.

Mr. and Mrs. Romaine will be glad to answer questions and individually discuss problems with photographers during the two days of the Convention.

Their presence on the program makes your attendance at the Convention highly desirable.

Sponsored by HIRSCH & KAYE

C. STANTON LOEBER

Will Be a Speaker at the Sacramento Convention

He offers the timely subject, "The Miniature Camera in Professional Photography." He has a message that will interest everyone and hold the attention of his audience. He will be glad to discuss miniature camera problems with any visiting photographer.

When not on the Speaker's Platform he can be found at the HIRSCH & KAYE booth.

Sponsored by HIRSCH & KAYE

Visiting photographers are invited to make themselves known at the HIRSCH & KAY DISPLAY.

1938 National Convention

THE annual convention of the Photographers' Association of America is again scheduled to be held at the Hotel Stevens in Chicago, August 22 to August 26, inclusive. Last year's attendance reached the unprecedented total of almost 3,200 and we are reminded that many Pacific Coast photographers were present.

The following program announcements may be made at this time. There will be a joint demonstration of portraiture of women by William Gerdes, Director of the Winona School, and his wife, Helen Sheldon Gerdes—something entirely different. Walter Scott Shinn of New York City, probably the most noted photographer of children in America, will present a demonstration with the youngsters. Another demonstration of portraiture of women will be by Paul Linwood Gittings, of Houston and Dallas, Texas, who was the highlight of the 1936 convention. The Coloring Clinics, to be held every morning, will be in charge of Miss Martha Pyke, Peoria, Ill., whose lecture room was crowded to the doors every day last year.

The Reception Room Clinics will be expanded to a full two hour period every morning. Each period will be devoted to a specific topic: 1—Reception Room Problems; 2—Business Promotion; 3—Telephone Soliciting; 4—Psychology in the Camera Room. These will be in charge of Mrs. Eva L. Briggs, of the Hinkston Studio, Detroit, Mich. In addition, as part of the regular afternoon program, Mrs. Margery M. Mason of the Roger Paul Jordan Studios, Portland, Maine, will speak on "The Reception Room As I See It." Mrs. Mason's talk was the star feature of the last New England convention.

On both the portrait and commercial programs there will be Print Clinics lasting two hours and fifteen minutes during which the respective juries will discuss among themselves, out loud for the benefit of the audience, selected pictures from the exhibit. Started in 1936, these were found so successful that the time for them was increased last year. It has been again increased because of an almost unanimous demand.

An Open Forum on State License Laws will be conducted by two of the Association officers, A. R. Buehman, Tucson, Ariz., who is secretary of the Arizona State Examining Board, and L. Dees Phillips, Charlotte, N. C., a member of the North Carolina State Examining Board. Other features will be announced in our columns as soon as information is released.

For any information regarding the convention program, registration fees, etc., write to the Executive Manager, P. A. of A., 520 Caxton Bldg., Cleveland, Ohio.

A Message to San Franciscans

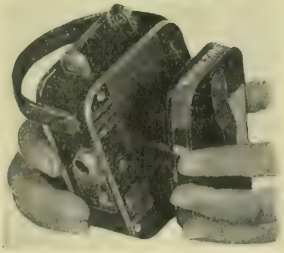
Let no eastern friend or relative live another year without seeing San Francisco, the most interesting city in the world—in its matchless setting on glamorous San Francisco Bay—with a climate so phenomenal that it grows banana palms and tropical plants all year—without oppressive heat and with a maximum of sunshine.

Exposure Table For Super Flash Lamps

Readers will be interested to know that we are able to supply a table of exposure for use with Super Flash lamps and various modern emulsions. Anyone desiring a copy will receive this useful information by sending request to HIRSCH & KAYE.

IRWIN MAGAZINE LOADING 16mm MOVIE CAMERA





MAGAZINE LOADING

Other Sensational Features

- EXCELLENT ACHROMATIC LENS
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- FIXED FOCUS
- SILENT MOTOR
- GUARANTEED FOR ONE YEAR

Price — $12.50

MAGAZINE FILM

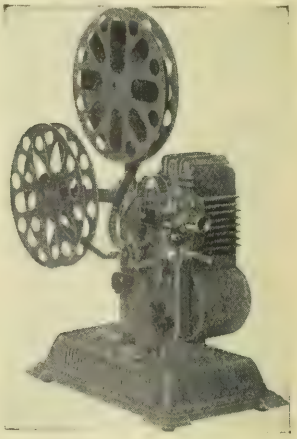
30 feet Ortho	$ .59
40 feet Ortho	.79
30 feet Panchromatic	1.29
40 feet Panchromatic	1.59

(Processing extra)

The New

IRWIN "ZEPHYR" PROJECTOR

$18.00



FEATURES: Motor-Driven, 250-watt Prefocus Concentrated Bulb, 400 feet Film capacity; Invisible motor; Forced Draft Ventilation; Air Conditioned lamphouse; Quick Framing Device; Variable Speed Control; Hi-Speed Motor rewind; Tilting Device; Fan type shutter; Steady Brilliant Pictures; Fully guaranteed.

Dealer orders invited.

Good Lenses for Less

		Speed	Focus	Shutter	List	Bargain
190I	Vitax	F3.8	16″	Studio	$186.00	$85.50
196A	Ilex Paragon	F4.5	12″	no	130.00	80.10
4B	Goerz Celor 1B	F6.8	7″	no	54.50	28.80
12C	Adon Telephoto			no	42.50	17.55
150D	Goerz Dagor	F6.8	4¼″	Compound	55.00	24.30
152J	Seneca	F8	12″	Regno	36.00	8.55
16I	Cook Cine	F3.5	1″	no	35.00	12.60
16J	Wollensak W.A.	F9.5	6¼″	no	65.00	26.10
18D	Kodak Anastigmat	F4.5	6½″	no	70.00	40.50
18F	Xenar	F3.5	7⅛″	no	72.00	58.50
20G	Dall Cine	F09	1″	no	125.00	67.50
28J	Tessar	F2.9	3″	no	90.00	40.50
30D	Sterling W.A.	F16	7″	no	35.00	8.10
30J	Cook Cine	F3.5	1″	no	35.00	11.25
32B	Protar V	F18	7¼″	no	39.00	17.55
162G	Protar VII	F6.8	8-1 6″	Acme	134.00	60.75
162I	Protar IV	F12.5	6⅛″	Volute	58.00	15.75
32I	Ilex Port	F3.5	10″	no	90.50	51.75
36F	Velos Ser II	F4.5	6″	no	37.50	18.90
36H	Heliar	F4.5	14½″	no	170.00	85.50
130B	Barre Portrait	F5	6″	no	21.00	11.25
38C	Tessar IC	F4.5	7⅛″	no	48.00	31.50
164F	Schneider Anas	F4.5	5¼″	Ibsor	39.00	16.20
164J	Velos 1A	F6.3	12″	Optimo	131.00	60.30
38J	Protar	F6.3	12.5″	no	74.00	40.50
40F	Cook Telephoto	F5.8	11″	no	75.00	47.50
40H	Para Stigmat	F4	5¼″	no	39.00	17.50
40K	Kodak Anastigmat	F4.5	7½″	no	50.00	29.50
42D	Velostigmat Ser II	F4.5	6″	no	45.00	21.50
42H	Sonnar	F2	85 mm	no	215.00	175.00
42I	Dall Cine W.A.	F1.5	15 n	no	75.00	43.00

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Cine Kodak B with F3.5 lens and case.

Bargain Price **$30.00**

3¼x4¼ R. B. Auto Graflex with case and adapter. No lens.

Bargain Price **$65.00**

4x5 R. B. Series B Graflex with Kodak Anastigmat F4.5 lens, film holder and magazine.

Bargain Price **$87.50**

STONEWARE TANKS

The few 42-inch Stoneware Tanks on hand are offered at bargain prices in order to make room for other stock. These are new tanks in their original crate and are the kind we have used in our own Finishing Department for the past 16 years without replacement or special attention. The bargain prices include a substantial reduction from the original.

	Inside Measurements			*Bargain Price*
	Length	*Width*	*Depth*	*Each*
2—18 gal.	10½ in.	9½ in.	42 in.	**$24.00**
5—24 gal.	14 in.	9½ in.	42 in.	**30.00**
2—29 gal.	17 in.	9½ in.	42 in.	**35.00**

A year to pay.

5x7 Compact Graflex with B & L #5 Kodak Anastigmat Lens, F6.3.

Bargain Price **$45.00**

3¼x4¼ Graflex, Series C, with 6½-inch Cooke F2.5 lens and case and Focus Panel.

Bargain Price **$145.00**

Cabinet Style Printer with 12x12 plate glass opening and 8 adjustable light sockets. Very substantially made.

Bargain Price **$22.50**

3¼x4¼ R. B. Graflex with case and adapter. No lens.

Bargain Price **$75.00**

4x5 Auto Graflex with Xenar F4.5 lens, 27 cm., film pack adapter and focus panel.

Bargain Price **$129.50**

4x5 R. B. Series B Graflex with film pack adapter. No lens.

Bargain Price **$47.50**

4x5 Auto Graflex with Voigtlander Dynar F6 lens, 12 inch, with magazine and focus panel.

Bargain Price **$98.50**

4x5 R. B. Graflex with 10-inch F4.5 Kodak Anastigmat lens and film pack adapter. 863-160.

Bargain Price **$140.00**

3¼x5½ Graflex with 5x7 B & L Tessar, 1C, adapter, case and holder.

Bargain Price **$45.00**

3¼x4¼ R. B. Telescopic Graflex with B & L Tessar, F4.5, and film pack adapter.

Bargain Price **$72.50**

Six 4x5 Graflex Plate Holders with film sheaths.

Bargain Price ..... **$2.00 each**

24-Inch Easy Photo Wringer

Bargain Price **$13.50**

5x7 Graflex—5x8 Tessar 1C and Magazine and Case **$95.00**

4x5 Thornton Pickard Reflex-Cooke *f*4.5 Lens, with Graflex film magazine **$65.00**

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Description and illustration of any article gladly sent on request.

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Bargain Price, per bottle .... **38¢**

Cirkut or **Medley Print Frame** with Plate Glass 8x30 inches

Bargain Price **$6.50**

Horseshoe Wringer with 16-inch rollers

Bargain Price **$12.75**

"Money Making Ideas For Portrait Studios" by Abel.

Reduced to

Bargain Price of **$2.00**

Midget Border Printer with set of six masks. Reconditioned

Bargain Price **$36.50**

Miraphot Enlarger with F6.3 Novar Lens. This is an Auto-Focus Enlarger for negatives 3¼x4¼ and smaller. Slightly shopworn

Bargain Price **$29.50**

5x7 Eastman Auto-Focus Enlarger with easel **$150.00**

Pako Jr. Printer, reconditioned

Bargain Price **$35.00**

CONVERTED BEATTIE FLOODLIGHT

A Beattie Arc Lamp has been converted by the addition of mogul sockets and #4 Photoflood lamps so that it offers an attractive appearing, efficient, high-power lighting unit at moderate price. Diffusion curtain is included. Here is an excellent camera room lamp at popular price.

Bargain Price **$59.50**

H & K ARC SPOTLIGHT

Requires no special wiring and uses ⅜-inch carbons. A much more powerful registering light than any Mazda unit you may have.

Bargain Price **$29.50**

Johnson Ventlite Junior Reflector and Adjustable Stand.

Bargain Price **$10.50**

14-inch Condensing Lenses in modern book type mount. Excellent condition.

Bargain Price **$65.00**

#4 CROWN TRIPOD

Maximum height 5½ feet. Good condition.

Bargain Price **$9.50**

Stoneware Tank for 5x7 or 8x10 negatives. Measures 7½x10½x10½.

Bargain Price **$4.75**

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Description and illustration of any article gladly sent on request.

Halldorson Home Portrait five-unit Lamp with heavy stand.

Bargain Price $25.00

Vertex Enlarger with F6.3 lens. Designed for 35 m/m negatives and will enlarge to 8x10. Slightly shop-worn.

Bargain Price $22.50

Ansco Universal Stand

Bargain Price $17.50

Pola Screen. Type I. 2½-inch and holder.

Bargain Price $12.50

4x5 Speed Graphic with K-A Lens, one holder.

Bargain Price $69.50

Duplex Jr. Twin Arc Lamp with case and stand. A good lamp for Home Portrait or Commercial use, or proofing.

Bargain Price $22.50

Duplex Jr. Double Arc Lamp with case and stand. This is an automatic self-feed arc lamp.

Bargain Price $29.50

6½x8½ HEAVY PRINT FRAMES With Glass

Bargain Price ..... 70¢ each

8x10 Century Universal View Camera. Looks like new.

Bargain Price $72.50

Self-Registering Maximum and Minimum Thermometer, complete with horseshoe magnet. Finished in black; white scale for setting.

Bargain prices:

8 inch **$3.25**
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CHRISTMAS STOCK PAPER

An assortment of 4¼x5½ double weight Azo is available in 2-dozen and 1-gross packages. Fresh stock. Send for list.

Kalart Model C (Senior) Synchronizer for Graphic and other cameras fitted with Compur Shutter. Guaranteed perfect condition.

Bargain Price $15.00

5x7 Coronet View Camera without case but with one film holder. Condition like new.

Bargain Price $19.00

4-Wheel Century Studio Stand for Studio Cameras.

Bargain Price $19.50

7x17 Korona View Camera with three film holders. Condition is excellent.

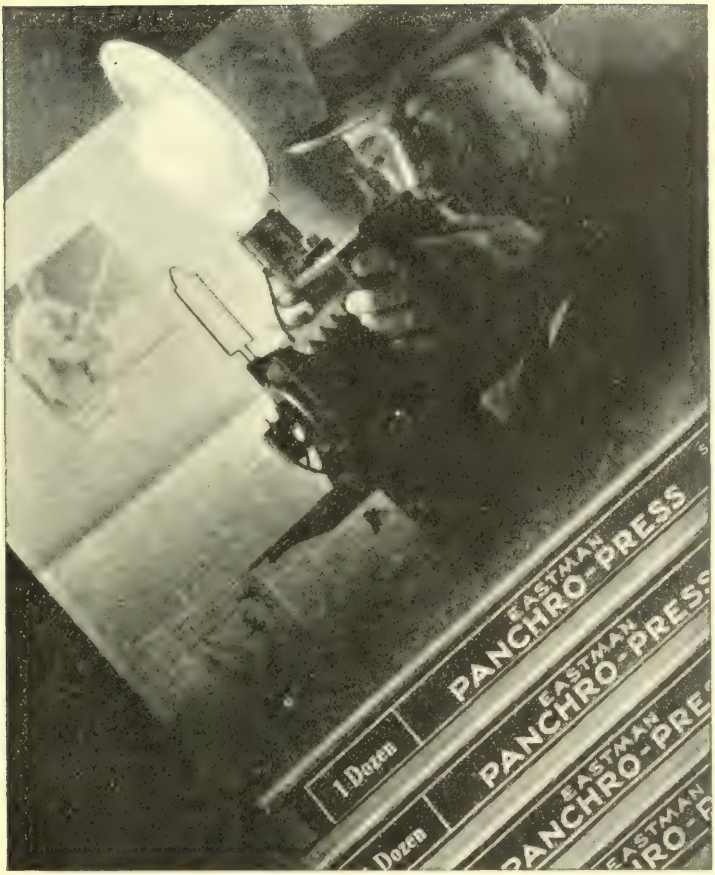
Bargain Price $52.50

Film Drying Rack for 50 Film Hangers.

Bargain Price $1.50

Anthony Scoville Studio Camera with 8x10 modern double film holder.

Bargain Price $39.00

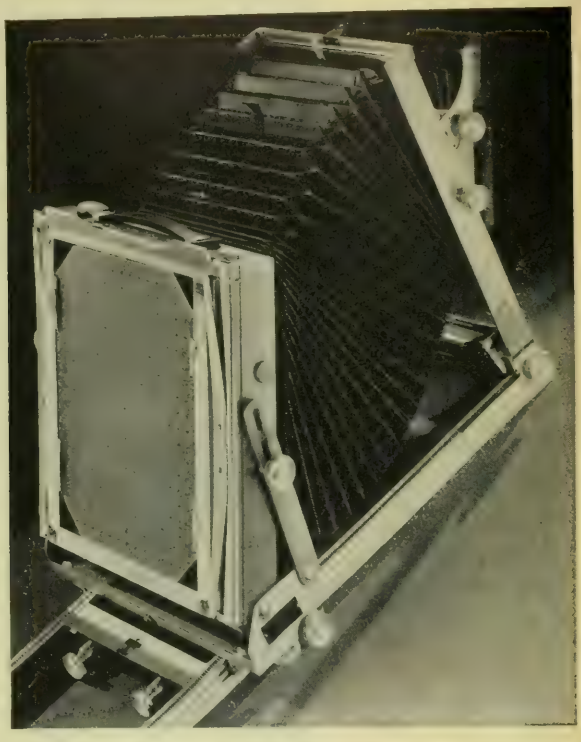


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SKIING, skating, boxing, wrestling, basketball these are only a few of the examples of athletic events for which the flashing speed of Panchro-Press film assures successful negatives. Its long scale of gradation, and dependable uniformity have made it the choice of commercial as well as press photographers. Eastman Kodak Company, Rochester, N. Y.

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ALMOST as light as wood, strong aluminum gives this camera its operating precision and rigidity. Wide adjustability is afforded by double swing back, rising, falling, and sliding front, and accessory reversible swinging lens board. Front, back, and sliding tripod block are operated by rack and pinion on metal bed rails, and extension front bed gives a total bellows draw of 30 inches. A spirit level is attached to the back, and cut-off boards are supplied for making two or four exposures on a film. The camera has a 6-inch lens board and weighs 13¾ pounds.

The price of the Eastman Commercial Camera with one film or plate holder is $175. The Reversible Swinging Lens Board is $14.50. Black Fiber Carrying Case for camera and six holders, $12.

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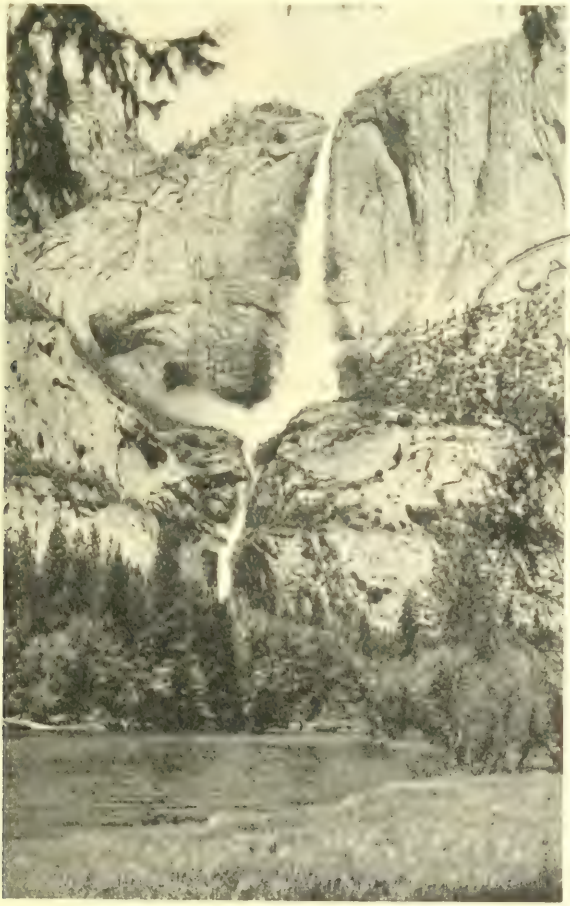
EASTMAN KODAK COMPANY, Rochester, N. Y.

THE

FOCUS

Published Monthly in the Interests of Professional Photography

VOL. XIV APRIL, 1938 No. 4



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THE FOCUS

Prepared and Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE
239 Grant Avenue, San Francisco

The Largest Independently Owned Photo Supply House in the West

VOL. XIV APRIL, 1938 NO. 4

Introducing—



LAURENCE GERALD BARTLETT . . . . . *Santa Rosa*

Laurence Gerald Bartlett is a photographer notwithstanding powerful influences which normally might have directed his destiny along other paths. His parents are pioneers. His mother was born in Oregon and his father in Fresno, of parents who had journeyed West in the Covered Wagon days.

He was born in 1905, and when 3½ years old went with his parents to New Zealand where his father was engaged in building houses. His parents returned to the United States, and for the next 14 years Mr. Bartlett, Sr., was a contractor in various Oregon communities. Young Bartlett spent most of his early years on a farm. He attended high school in Sheridan, Oregon, assisting his father whenever possible. While attending high school he made plans to continue his studies in Oregon State University and take up pharmacy.

At about this time he became interested in photography through a neighborhood friend who was an ardent amateur photographer. His first camera was a Vest Pocket Kodak, and with this he took pictures for the high school annual and sold some prints. During an evangelistic meeting he became interested in Eugene Bible University, and when his parents moved to California in 1923, young Bartlett remained at Eugene in order to continue his studies.

A position was found in a local camera shop, and for three following summer vacations he worked for Frank Patterson whose Crater Lake pictures are well known to "FOCUS" readers. During his school attendance he made pictures for the University as well as for students of the University of Oregon. In his Junior year he found employment with the Kennell-Ellis Studio in Eugene, and during his Senior year at the studio of Miss McCune.

In 1928 he receives his evangelistic singing diploma, and A.B. degree in

(Continued on page 7)

My Mother

Who is it keeps pace with the times,
No matter to what heights I climb,
And holds my heart with love sublime?
My Mother.

Who is it, when I wayward bend
Bereft of hope, or gold, or friend,
Awaits me, loyal to the end?
My Mother.

Who is it, when the shadows fall
And sorrow's night obscures my all,
Holds out the light and heeds my call?
My Mother.

Who is it, when she goes away
Where angels dwell and goes to stay,
Departing, bids me watch and pray?
My Mother.

—*Edward Hersey Richards.*



YOU won't have to thank a lucky star for the added sales... and profit... that *Gross* Mountings bring to you... because that is their business.

Gross Mountings are purposely designed to emphasize the quality of your work and to build good will.

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Let us send you an illustrated circular describing them.

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New Enlarg-or-Printer Accessories

These new accessories combined with the regular Enlarg-or-Printer features give this favorite darkroom unit even greater usefulness and versatility. Step up speed and broaden the scope of your darkroom work with these practical accessories.

THE CONDENSER AND AIR CIRCULATOR

This condenser unit consisting of a pair of condenser lenses, having a combined focal length of 2¼", is designed for use with 35 mm. films. It *concentrates* the light, permitting shorter exposures and stepping up tremendously the speed with which enlargements and contact prints may be made.

The motor-driven air circulator supplied with the condenser unit rapidly dispenses the concentrated heat, keeping the entire unit cool, protecting the negative even during long exposures, and prolonging the useful life of the lamp. The condenser and air circulator may be installed or removed from the Enlarg-or-Printer at a moment's notice. The two items are supplied as a combination.

Price for both.....$35.00

HINGED GROUND GLASS

This accessory unbreakable focusing screen is "hinged" so that it may be quickly swung into position for focusing . . . out of the way when the enlargement is to be made. A great added convenience and time saver. As supplied, it may be used on either the right hand or left hand side as desired.

Price $3.75



The NuAce Corner is an artistic device for holding prints, snapshots or post cards in albums or elsewhere. Made in the form of a pocket—no folding or paste necessary. NuAce is made of strong Kraft paper, backed by strong, quick-sticking, odorless glue. Prints may be removed at will.

NuAce REGULAR

Available in black, white, grey, ivory, sepia, red and green in packages of 100; gold or silver in packages of 60; also title tabs in packages of 50.

NuAce SENIOR

Packed 40 to a package. A very fine large corner for sample prints, etchings and paintings.

NuAce TRANSPARENT

The new invisible style is also available at prices shown below. Unit packages of 80.

NuAce HINGES

The new popular method of mounting prints in albums to conserve space. Hinges permit the overlapping of one print upon another, the hinged feature allowing for each print to be raised for view separately. Of heavy black Kraft paper, gummed and folded. Packed approximately 35 to an envelope.

NEW WHOLESALE PRICES

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SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

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Ask your Dealer for prompt shipment or write us.



2 SIZES
12, 19
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Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
COMPACT
DURABLE
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The best by test.

From the Melting Pot to Your Bank Account

ALBO

Gets all the silver from your Hypo Solution. The ideal precipitant—clean, odorless, speedy, complete recovery. $3.00 for 5-lb. can. Full directions enclosed.

Prepared by Wildberg Bros. Smelting & Refining Co., 742 Market St., San Francisco, who will buy all the recovered silver at highest market price.

Distributed by
HIRSCH & KAYE

Laurence G. Bartlett

(Continued from page 3)

1929. That fall he opened a studio in Woodburn, Oregon, but closed it in a few months because of an opportunity to renew his connection with Mr. Patterson, who by that time had located in Santa Rosa. In 1930, he returned to Woodburn to marry Margaret Bidwell, and returned with his bride to Santa Rosa where he has since established the Bartlett Photo Laboratories. In 1935 a larger studio was needed, and now includes a portrait studio, photo finishing and commercial departments, and a modern camera shop. Mrs. Bartlett assists in the studio, especially in coloring. The picture on the front page of this issue, "Yosemite in Spring", was made by Mr. Bartlett.

Mr. Bartlett is a member of his local Chamber of Commerce, and in addition to gardening and tinkering with tools he enjoys music. He has been a director of choirs for a number of years, and is now making records with an electric recorder. He is likewise compiling a photographic record in natural color of the growth of flowers.

Four Instead of Six

Users of Graphic Arts material are reminded that glass plates of 3/16 inch thickness in sizes 20x24 inches and smaller are now packed four to a box. When you order please order in multiples of four instead of six as heretofore.

Keystone Equipment

Keystone cameras and projectors in 8 m/m and 16 m/m size are again available from stock. The arrival of two large shipments has placed our stock in excellent condition, and with the approach of the spring season we invite our dealer friends to place their order with us for their requirements.

U. S. CAMERA 1937

- 210 pages of the finest photographs in America.
- 18 pages in full color.
- The pictorial history of photography—from the time of Daguerre through 1875.
- The best news pictures of 1937.
- The most remarkable scientific photos ever shown.
- Cover by T. M. Cleland, one of America's greatest designers and artists.
- Entire book printed by Lakeside Press of Chicago.
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U. S. Camera 1937 is the third edition of the original pre-eminent American photo annual and the most exciting, satisfying and beautiful of all U. S. Cameras. U. S. Camera 1937 is unquestionably the finest book of its kind ever offered in this country—YET THE PRICE IS ONLY $2.90. Comparable European volumes cost from $6 to $8.

ONLY **$2.90**

Super Flash Lamps

The shortage of Super Flash lamps which existed for some weeks has been overcome. Our stock of both No. 1 and No. 2 lamps is again in good condition, and orders can be shipped the same day they are received. We have always had a good supply of No. 3 Super Flash lamps, as well as Super Flood lamps, in all standard sizes.

Gevaluxe
Velours

THIS new, *patented* paper is so totally different from any other that it beggars description. To appreciate its revolutionary character, you must inspect an actual print, and see for yourself the extraordinarily stereoscopic effect which Gevaluxe lends to a picture. Prints may be seen at Hirsch & Kaye's, San Francisco.

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Hirsch & Kaye carry all Gevaert Products

NEWS ITEMS

The Rick Studio in Santa Barbara is now located at a new location at 537 State Street.

* *

Edward P. Cotton, Montebello, California, has purchased the furnishings and equipment of the Manual Arts Studio which he has combined with his own studio.

He received some excellent publicity in his local newspaper, which reminds us that local news items of this nature are very effective local advertising, frequently obtained by photographers at little or no cost.

* *

Kennell-Ellis announce the opening of their new and modern studio located in the United States National Bank Building, 8th and Main Streets, in Klamath Falls, Oregon. Dignified invitation cards were sent to those who were invited to attend the opening reception.

* *

Idabel D. Groesbeck, well known Sacramento photographer, was recently elected to membership in The National League of American Pen Women.

* *

Mr. and Mrs. Ball of Corvallis, Oregon, called on us while enroute to New York by way of the San Francisco Bay Bridge, Los Angeles, and Mexico City. A rather lengthy but interesting trip, which combines pleasure and business.

* *

Chester Loveland, formerly in Oxnard, has purchased the Walter Studio in Turlock.

* *

Mrs. Marian Maile, at one time located in Grass Valley, has purchased the Rabe Studio in Gridley.

Lightning Powder for Latent Finger Prints

IDENTIFICATION officers will be interested to know that we stock the well known Lightning Finger Print Powder which has been demonstrated at recent conventions. This material is available in gray white, or black color, which colors have been found sufficient to meet all practical needs. The powder is extremely effective and can be applied by means of a camel hair brush or a tuft of cotton. Only a little powder is required.

Once the print is located and revealed by means of this powder it can readily be lifted by means of Scotch Cellophane Tape and then permanently attached to a suitable record card by means of this tape. If a photographic reproduction is wanted the lifted finger print is attached to a piece of Kodaloid or Transparent Celluloid which will give you an excellent photographic negative of natural size. Identification officers who desire suggestions as to method of printing record cards, or other information, are invited to write to us.

LIGHTNING FINGER PRINT POWDER

1-ounce bottle by volume	$2.50
2-ounce bottle by volume	3.50
4-ounce bottle by volume	6.00

Larger sizes quoted on request.



ANY ANGLE!

Take pictures from any position—get sharp focus shots of things on the move—wriggle into cramped quarters after a tough one. Yon can do it with a Kalart Synchronized Range Finder installed on your new or used 2¼x3¼, 9x12, or Speed Graphic camera.

The Kalart Range Finder gives your camera the automatic focus and convenience of an expensive minnie . . . and you still retain the advantages of man-size negatives.

Model K, $20.50 installed, now available for 36 different 2¼x3¼ and 9x12 camera and lens combinations. Model G, $27.50 installed for 2¼x3¼, 3¼x4¼, and 4x5 Speed Graphics. $32.50 special installation for 5x7 Speed Graphics and 9x12 Linhof cameras. Adjustable for different focal lengths.

The KALART Synchronized RANGE FINDER

•

HIRSCH & KAYE
Distributors

Commercial Photo Finishing

THIS publication is a handbook on modern methods of photo finishing, giving complete information on this subject for the photo finisher with a small or moderate size plant, as well as for the more advanced commercial photo finisher.

"Commercial Photo Finishing" contains a section devoted to formulas, illustrates and describes photo finishing apparatus, covers the subjects of proper handling and correction of development of the various kinds of film, and outlines a system of office procedure for the convenience of the photo finisher.

"Commercial Photo Finishing" 50c list.

←⁂→

Sticky Fingers

REPORT of stolen equipment mentioned on other pages of this edition prompts us to warn camera shop owners to be most careful in the way they display cameras or leave demonstrated cameras on the counter. Today there are more people living by their wits than ever before, and a camera is evidently a most readily negotiable piece of merchandise. One camera stolen from your store will affect your profits for a long time, as well as your piece of mind and confidence in people. While we do not necessarily advocate that the stable be locked before the horse is stolen, the stable will bear watching.

It has been suggested that when cameras are displayed in your store window you show the more expensive cameras in the rear of the window so that if the window is broken the cheaper cameras alone will be accessible. It is also suggested you keep a record of the serial number of cameras in your stock and especially on display in windows so that in the event of theft you will be able to identify your property.

Magnascope Coupled Focus Finder

THE Magnascope is a telescopic-type finder, especially made for the Speed Graphic Camera. Each unit includes its own objective lens, the focal length of which matches the focal length of the camera lens. Consequently, all orders for Magnascopes must specify *both* the *size of camera* and the *focal length* of *camera lens* with which it is to be used.

The Magnascope objective lenses are interchangeably usable in the unit, and are available in the following focal lengths: 5¼", 5½", 6", 6½", 7", 7¼" and 7½".

Series A for 4x5 Speed Graphic Cameras	$20.00
Series B for 2¼x3¼ and 3¼x4¼ Speed Graphics	20.00
Series C for 5x7 Speed Graphic Cameras	20.00
Fitting charge, either model, plus transportation	1.50
Extra interchangeable lenses for Magnascopes, each	5.00

Cellophane Bags For Flash Bulbs

USERS of flash bulbs will be interested to know that we can furnish suitable cellophane bags which are placed over the bulb as a precaution against the bulb shattering. These bags can be used repeatedly, and are an excellent safeguard, especially when flash bulbs are ignited among large groups of people.

These bags will fit No. 2 and No. 1 Super Flash or No. 20 and No. 15 G.E. flash bulbs and corresponding bulbs of other manufacture, thereby filling the need of protection to the popular sizes. Prices follow:

Per thousand	$8.00 lot
500	4.50 lot
100	.90 lot
12	.30 lot

We suggest you place your order today.

←⁘→

There are many substitutes for quality, but none for satisfaction.

Water Filters

AT THIS time of the year photographers make their plans to handle the summer volume of orders and it may be of interest to know that water filters of proven efficiency are available. These filters are obtainable from the Commercial Filters Corporation, 16 Macallen Street, Boston, Massachusetts. They are available in two sizes.

Model WM uses a 4 inch filter tube and has a capacity of not more than two gallons of water per minute. The price is $10.00 for complete filter, additional tubes 25c each.

Model WS uses an 8 inch filter tube, and has a capacity of 10 gallons of water a minute. The price is $18.00 for complete filter and 40c for additional filter tubes.

←⁘→

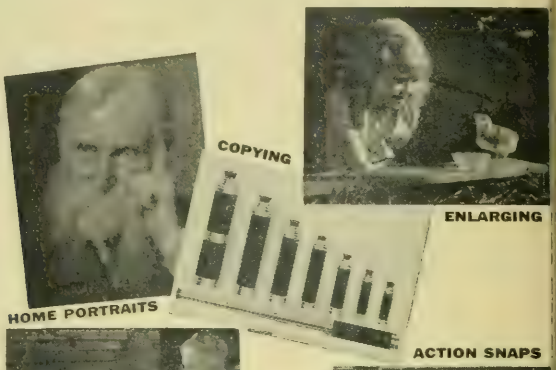
When glycerine and water baths fail to kill reflections in copying prints made on rough paper—try one of the new polarizing screens. It makes a simple job of a messy procedure.

A COMPLETE SET OF LENSES



—ALL IN ONE

WOLLENSAK VELOSTIGMAT SERIES II f4.5



With the Wollensak Velostigmat Series II *f*4.5 your one camera virtually becomes five separate instruments.

Compactness and true perspective for home portraiture. Flat field for group photos. Speed for action snaps. And so fine optically that it is regularly used for copying and enlarging.

***FOR portraits - groups - children's photos commercial work - architectural - action shots copying - enlarging - landscapes**

If you can afford only one lens, but have a wide variety of photographic interests—you want this Velostigmat. Try it at our risk.

WRITE FOR LITERATURE

WOLLENSAK OPTICAL CO., ROCHESTER, NEW YORK

WOLLENSAK

Kodalith Thin Base Film

Now Ready

THIS new material is orthochromatic, has an anti-halation backing, and after processing has no fluorescent stain such as is characteristic with our present Kodalith Ortho. The film base is approximately .003" thick.

This material will be a very important addition to the Kodalith line, as there has been an increasing demand for such an item.

Kodalith Thin Base Film will sell at the same prices, and will be furnished in the same sizes, as Kodalith Regular Film.

EASTMAN SAFETY SUPER PANCHRO-PRESS FILM ANTI-HALATION

This is a new fine grain film similar in many respects to Eastman Safety Panchro-Press, but having higher emulsion speed. It has a reasonable development rate that permits control under unfavorable temperature conditions, freedom from abrasion, and good physical characteristics.

It will be furnished in the same sizes and package units as Eastman Safety Panchro-Press Anti-Halation Film.

Prices will be 10 per cent in advance of prices for Eastman Safety Panchro-Press Anti-Halation Film.

KODALOID PRINTING MASKS

Non actinic, yet fully transparent, these flexible masks allow the printer to see exactly what he is doing.

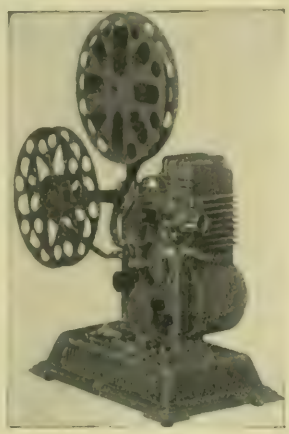
No.	*Outside Dimensions*	*Size of Opening*	*For Negatives*	*Price*
0	4 x 6	1 1/8 x 1 1/8	1 x 1 Films	$ .15
1	4 x 5	1 1/2 x 2 1/8	1 5/8 x 2 1/2 Films	.15
2	4 x 5	2 1/8 x 2 1/8	2 1/4 x 2 3/4 Films	.15
3	4 x 5	2 1/8 x 3 1/8	2 1/4 x 3 1/4 Films	.15
4	4 x 5	2 1/8 x 4 1/8	2 1/2 x 4 1/4 Films	.15
6	4 x 5	2 1/8 x 3 1/8	3 1/4 x 4 1/4 Films	.15
7	4 x 5	3 1/8 x 4 1/8	3 1/4 x 4 1/4 Plates	.15
8C	5 x 7	2 3/4 x 4 3/4	2 3/4 x 4 3/4 Films	.15
8	5 x 7	3 1/8 x 5 1/8	3 1/4 x 5 1/2 Films	.15
9	5 x 7	3 1/8 x 4 1/8	4 x 5 Films or Plates	.15
15	5 x 7	3 1/8 x 4 1/8	3 1/2 x 4 3/4 Films	.15
16	4 x 6	1 1/8 x 2 1/8	1 5/8 x 2 1/4 Films	.15
17	4 x 6	7/8 x 1 5/8	1 x 1 1/2 Retina Films	.15

EASTMAN MASK CHARTS

These charts are made of non-actinic paper, ruled in quarter inch spaces both ways from the center. The chart is placed over the mask paper and both are cut with a sharp knife to the desired size. The chart may be used as a mask when only one of a size is desired.

	5 x 7	8 x 10	11 x 14
Eastman Mask Charts, per doz.....	$ .15	$ .25	$ .45

On Every Essential Point



√ Construction

√ Appearance

√ Performance

√ Features

√ Low Price

The New Irwin 16 mm. Projector Has Greater Sales Appeal

List of Improvements Incorporated in New Type Irwin 16 mm. Projector

1. An A.C. motor which is 30% stronger than the motors formerly supplied.
2. A micromatic lens adjustment.
3. A new 1" lens to replace present ¾" type.
4. Improved tilting device, giving the projector twice the elevation of the former projectors.
5. Improved tilting knob.
6. Extra pulley on drive shaft for rewinding, eliminating the necessity of crossing belt and increasing the speed of rewinding—four times that of the former equipment.
7. Larger and better quality mirror, improving the brilliancy of the picture and making it more uniform.
8. Improved claw with steel cam, giving the projector longer life and much steadier pictures.
9. An improved speed regulator.
10. A better light socket which will keep the filament of the bulb in the right position, thereby improving the brilliancy of the pictures.
11. New guide pins which keep the film more in line and improve the appearance of the projector.
12. Elimination of the rubber feet on the projector. We have cast the feet right into the projector and covered with heavy felt, eliminating the possibility of the feet falling off.
13. Heavier belts, made to last longer and eliminate any possibility of slippage.
14. Illumination improved 100%.
15. Depression in film gate to eliminate possibility of film scratching.
16. New type shutter assembly to minimize flicker.

Price—A.C. Model—$18.95

Dealer orders invited

Put Something Back Into Business

DURING the depression, many studios were forced to get along with the equipment they had, never replacing that which was worn out or buying anything new. But now that several much improved seasons of holiday business have passed and doubtless brought you added income, you owe it to your future to use some of the extra money to buy equipment that will aid you in your work. The successful studio today is the one that uses modern working methods and maintains an appearance of prosperity. When you do buy some new piece of equipment, publicize the fact in your local paper. If you run any advertising at all, most newspapers, especially those in the smaller towns, are glad to give you a little free publicity now and then. Especially if you tell them you have put in the latest type of this or that, and that it will aid you in giving the people of the community much better service and better photographs.

Take an inventory of your studio now—look at every piece of equipment with a critical eye. Are you going without something you need? Are you trying to "get by" with old worn-out pieces when you know you need new? Your work is sure to suffer if your tools are old and obsolete. Give yourself the best you can afford and the improvement will soon be reflected in your work. Remember that "success begets success"—if your studio looks modern and prosperous, people will think you are successful, and that to be successful you must be good. Anything you spend in improving the tools of your trade is the best investment you can make—you'll soon have the money back in extra profits.

Hirsch & Kaye have in stock, or can get for you on short notice, everything that is new and good in the photographic industry. Don't hesitate to ask us about anything in which you may be interested. We'll gladly send you descriptive literature. And don't hesitate to call on us even though the item is small. The important thing is to buy something that will improve your work, whenever you feel you can afford it—even though you buy but one small piece at a time.

Defender Tri-Pac Film

The desire to produce photographs in colors has long been urgent with the professional photographer, and the simplicity of Chromotone made it available to amateurs. But the needs of the profession still call for three color separation negatives, and to make this as simple as ordinary processes the Defender Photo Supply Company, Inc., of Rochester, New York, now offers Tri-Pac Film, which may be used with any standard camera equipment or the single mirror type of color separation camera with equal facility. The pamphlet describing the material and process of working with it immediately demonstrates the simplicity of operation, and Hirsch & Kaye will be glad to supply it upon request.

EXTENSION TOP

Through the inclusion of a switch exactly like that on the Enlarg-or-Printer itself (which automatically operates the lighting as you operate the platen) and a set of four adjustable, scaled, masking blades, the new Accessory Extension Top is given new convenience and usefulness. With it you can make handsome, salon-sized enlargements and contact prints up to 11"x14" . . . as quickly and easily as the smaller sizes.

Price $24.50

"Sussman Mounts are Paramount"



VAUGHN EASELS

Here's another of the NEW 1938 STYLES, which the SUSSMAN CO. is offering through your dealer. When you use this line, you are not only getting the best that is to be had in stocks and workmanship, but in fine styling, and in addition, this line is made in the horizontal sizes, in the sizes which will help you to use just one line for your entire school work.

Gloss Coated Stocks **Serrated Edge Underlay**
Gray and Silver **Neutral and Gold**
3-Piece Slip-Under Easel
Large Outside Sizes

Outside Size	*Print Size*	*Price per 100*
4 7/8 x 6 3/8	3x4	**$ 6.00**
5 3/8 x 7 5/8	3x5	**7.50**
6 1/8 x 6 1/8	5x3 GR.	**8.00**
6 1/8 x 9	4x6	**9.00**
7 7/8 x 6 3/4	6x4 GR.	**9.50**
7 1/8 x 10 1/8	5x7	**10.00**
8 7/8 x 7 5/8	7x5 GR.	**10.50**

BRANDON EASELS

Modern technique, expertly applied, is evident in this new line of easels, which represents just one of the new, fine lines which the SUSSMAN CO. is offering to the photographic trade for the NEW SEASON OF 1938.

Gloss Coated Stocks **Serrated Edge Underlay**
Oversized
Gray and Silver **Neutral and Gold**

Outside Size	*Print Size*	*Price per 100*
4 7/8 x 6 3/8	3x4	**$ 6.00**
5 3/8 x 7 5/8	3x4 1/2	**7.50**
6 1/8 x 9	4x6	**9.00**
7 1/8 x 10 1/8	5x7	**10.00**



Manufactured by A. SUSSMAN & CO., Philadelphia, Pa.

Remember . . .
We will sell you ***any*** quantity of these mounts in any size.

Order from
HIRSCH & KAYE

IN STOCK FOR IMMEDIATE SHIPMENT

Brilliance—
Gradation—
Sharpness

With the

Miniature Camera

By Harry Champlin

TECHNICAL PERFECTION in miniature photography demands three basic qualities: Brilliance, Gradation and Sharpness. Attaining these *B-G-S* qualities in negatives and prints is the aim of every minicam. In his new book, Harry Champlin tells how to get this perfection by a *simple, straightforward system* that unites and correlates the vast amount of information available on *B-G-S* qualities.

This book does not attempt to cover every aspect of miniature camera technique; instead, it concentrates on those refinements in technique that make the difference between an ordinary and a superlative print.

B-G-S with the miniature camera begins by showing in almost outline form all the factors of technique that contribute to obtaining a maximum of brilliance, gradation and sharpness, and points out the essential relationships that must be understood. Subsequent chapters take up these matters in detail. There are chapters on The Importance of Lighting; Exposure; The Exposure Meter In Use; a particularly fine chapter on Filters; chapters on Lenses and Developing; the chapter on Speed contains a thorough discussion on all methods of hypersensitization; the chapter on Handling the Camera deals principally with candid camera technique; the chapter on Shutter and Shutter Speeds deals exhaustively with Action Photography; much very useful information on films is given; and the chapter on Projection Printing constitutes a valuable little book in itself.

To speak about the author, Harry Champlin, is superfluous, for there are few minicams who do not know his name and work well. From the standpoint of photographic research, Harry Champlin's formulas have won him wide acclaim.

$2.00 a copy

At HIRSCH & KAYE

PHOTO ART PRINT GALLERY

A Perpetual Salon of Photography Changed Every Two Weeks

Open every day except Sunday and Holidays, 10 A.M. to 5 P.M.—Saturdays, 10 to 1.

- Collections of the world's outstanding pictorial photographs open to the public without admission or entry fees.
- An exhibition gallery without commercial objective or intent for profit. Dedicated to the cause of the Art of Photography.

May 1st inc. 14th
Still Life and Private Collection of Mrs. Christine B. Fletcher
May 15th inc. 31st
Leica International

Subject to change as opportunity for special collections or other circumstances may demand.

Visitors always will find a sincere welcome. This is your gallery. Avail yourself of what it offers

775 MONADNOCK BUILDING
SAN FRANCISCO CALIFORNIA

ADVANCE ANNOUNCEMENT—

HIRSCH & KAYE appointed Distributors

for

Falcon Candid Cameras

MODEL F with f 4.5 Lens . . . . . Retails at $17.50
MODEL G with f 3.5 Lens . . . . . Retails at $21.50

(Sold under Fair Trade Act agreement)

Takes Action Pictures of Superb Depth and Definition

BRIEF SPECIFICATIONS:

- Equipped with Wollensak 2-inch Velostigmat f 4.5 or f 3.5 lens.
- Wollensak Deltax Shutter adjustable for stops from f 3.5 to f 22 and the following shutter speeds: time and bulb, 1/25, 1/50 and 1/100 of a second.
- Built in focusing mount adjustable for distance from infinity to 3 ft.
- Built in "Spyglass" view finder.
- Shutter attachment for cable release.
- Attachment for use with standard tripod.
- Attachment to take a standard range-finder on each camera.
- USES STANDARD VEST-POCKET SIZE FILM, (KODAK 127 or AGFA A8) AND TAKES 16 PICTURES ON THIS ROLL OF FILM—NEGATIVES BEING HALF-SIZE OF REGULAR 127. (PICTURE SIZE 1⅝" x 1¼"). DUFAY-COLOR FILM CAN ALSO BE USED WITH THIS CAMERA.
- The case is of sturdy Neilite in Ebony Black. All exposed metal fittings of brushed satin chrome.

Newspaper mats, electrotypes, and window and counter displays are available.

FALCON CANDID is entirely made in U. S. A. and unconditionally guaranteed for 12 months. Simple instruction booklet is enclosed with each camera.

Dealer orders and inquiries invited.

Stolen Cameras

The following items are reported stolen from the Eastman Kodak Stores, nc., 91 East Sixth Street, St. Paul, Minnesota:

	Serial Number
Bantam Special Kodak	13319
Contax F2.8 and Case	X-61729
Cine-Kodak "8" Model 20	G-2169
Cine-Kodak "8" Model 25	M-2356
Cine-Kodak "8" Model 60	39605
Cine-Kodak Magazine	39663
Cine-Kodak Model "E"	4666
Kodascope Eight Model 50	26876
Bausch & Lomb Binocular 8X-30 C.F.	224033

Should any of these items be offered to you, promptly get in touch with our local Police Department or telegraph Eastman Kodak Stores at St. Paul.

Agfa Superpan Press

NOW SUPPLIED IN ADDITIONAL SIZES

The amazingly fast Superpan Press cut film, which has won such wide eclaim for its sensational speed, is now being supplied in several sizes, includ ng 6.5x9 centimeters, 2¼x3¼ inches, 2½x3½ inches, 11x14 inches and 2x20 inches. The standard sizes of 9x12 centimeters, 3¼x4¼, 4x5, 5x7 nd 8x10 inches, of course, continue to be available.

Made by Agfa Ansco, this remarkable film provides, with no loss in other esirable characteristics, an increase in light sensitivity of four times over that f former panchromatic films of the supersensitive type.

In roll film, the new Superpan Press will be available in the following zes: A8 (same size as 127), B2 (same size as 120), PB20 (same size as 620) nd PD16 (same size as 616). Superpan Press film packs will be supplied in x9 cm., 3¼x4¼ inch, 9x12 cm. and 4x5 inch sizes.

BLOTTER BOOK

A Blotter Book conveniently solves the problem of how to dry prints and nlargements correctly after they have been washed. These handy books neasure 9x12 inches and contain 18 sheets of selected lintless blotting paper f a quality especially made for photographic use. Wax paper is bound etween each sheet of blotting paper. The entire book is fastened with a atent binding, which permits the book to open flat at any place.

Here is the ideal way to obtain flat, dry prints and enlargements.

Price 75c

DEALER ORDERS INVITED

FALCON MINIATURE

THE LOWEST PRICE "CANDID TYPE" CAMERA, USING STANDARD FILM

BRIEF SPECIFICATIONS:

- Equipped with Wollensak Minivar 50 mm. lens.
- Fixed focus—no guesswork—extremely simple to operate.
- Stops for time exposure and snapshots.
- Latest "Spyglass" eye-level view finder.
- Compartment in camera for reserve spool of film.
- USES STANDARD KODAK 127 or AGFA A8 FILM AND PRODUCES 16 PICTURES ON ONE ROLL OF FILM, THEREBY CUTTING THE FILM COST IN HALF. (PICTURE SIZE 1⅝" x 1¼".)
- Takes sharply detailed pictures that make good enlargements.
- Sturdy Neilite case in Ebony Black. All exposed metal parts are chrome finished and the front plate is etched in chrome and Ebony Black enamel.

An extraordinary value for the tremendous number of people now interested in miniature photography. A money-maker for the dealer, not only on the camera, but also through subsequent profits on films, printing, developing and enlargements.

Newspaper mats, electrotypes, and window and counter displays are available.

FALCON MINIATURE is entirely made in U. S. A. and unconditionally guaranteed for 12 months. Simple instruction booklet is enclosed with each camera.

RETAILS AT $3.98

Dealer prices on Falcon Cameras are attractive. Many orders already booked.

Place your order for Falcon Cameras Today!

Cine-Frame Enlargements Easy With New Kodak 16 mm. Enlarger

A COMPACT new enlarger for making black-and-white negatives from single frames of 16 mm. motion pictures is announced from Rochester by the Eastman Kodak Company.

Operation of this device is so simple that errors are almost impossible. Negatives may be made in a few seconds from either black-and-white film or Kodachrome, and from these enlarged negatives both contacts prints and greater enlargements are possible. Owing to the extremely fine grain of laboratory-processed reversal film, and the absence of silver grain in Kodachrome, the enlarged negatives from the tiny movie frames are of excellent technical quality.

The enlarger is of particular value to the amateur movie enthusiast who possesses no darkroom or other facilities for making enlarged "stills" from his 16 mm. reels. It permits the making of a series of negatives in rapid succession, and eliminates the need of immediate processing. The enlarger loads with a standard daylight-loading film roll, which can be developed at leisure by the maker, or sent to a photo-finisher.

One of the major virtues of the new device is that it facilitates the making of enlarged "stills" *at the time the movie reel is edited.* Heretofore, this work has involved delays, troublesome darkroom work, recutting of the film reel, frequent loss of good frames, additional splicing, and other annoying, time-consuming operations.

Aside from production of prints for album use or for mailing to distant friends, the enlarger has a variety of uses. Prints from the enlarged negatives, either black-and-white or tinted, can be utilized as title backgrounds. The clever experimenter will find possibilities in enlarged "montage" negatives from two or more frames, and in the use of filters to obtain special effects when enlarged negatives are made from Kodachrome transparencies. Prints can also be used in a titler for lengthening scenics or interior views in which there is no movement.

The enlarger is constructed, for compactness, in the form of a folding Kodak, and is loaded and operated in much the same way. A film gate, mounted before the enlarger lens, has a mask opening the exact size of the 16 mm. frame. The film is positioned over this opening, between guide pins. A locating pin engages one perforation, keeping the film in exact alignment. There is no cutting of the movie film. After positioning, the cover of the gate is closed, and a brief exposure made by incandescent light.

With a film frame of average density, a five-second exposure is correct with "SS" Pan film, when the film gate is held five inches from a No. 1 Photoflood lamp. Photoflood light is most suitable for enlarged negatives from Kodachrome. The enlarger loads with 616 size Kodak Film, and eight negatives are obtained from each roll, each negative 2½ by 3⅜ inches. Full operating instructions are included with each enlarger.

The retail price of the Kodak 16 mm. Enlarger is $15.

IT STARTED WITH THE STING OF AN INSECT IN CHINA . . .



The nutgalls from which Pyrogallic Acid is made are the result of puncturing the tender twigs of a Chinese Sumac by insects where the insects lay their eggs. The wounds cause enlarged growths which when dry become the nutgalls of commerce. Coolies gather them and transport them in baskets suspended from their shoulders, to the shipping point.

Mallinckrodt

PYRO

Enlarged about Fifty Times



Note the greatly enlarged Mallinckrodt Pyro — about fifty times larger than the actual crystals. See the distinctness of the crystals — no running together — free flowing. While the photo shows the physical perfection, it cannot show that chemical perfection. Mallinckrodt Pyro does not discolor in the light. It is Pyro at its best. Use it. Enjoy better results.

Mallinckrodt

CHEMICAL WORKS

2nd and Mallinckrodt St., St. Louis, Mo.
72-74 Gold St., New York City

CHICAGO PHILADELPHIA

TORONTO MONTREAL

The Eastman School Passes

"EVERYBODY and his brother was there." Not the best of King's English, to be sure, but it nevertheless approximates the attendance at the recent Eastman Professional School of Photography, held March 31 and April 1, in San Francisco, at Hotel Empire.

The demonstrations presented under the joint sponsorship of the Eastman Kodak Stores, and the firm of Hirsch & Kaye, drew a capacity attendance from the states of Oregon, Nevada and California, and if raised hands of approval are indicative of general favor, the "standing room only" sign will grace the door for the late-comers at all future sessions presented.

It is hoped that the Eastman Kodak Company in their revival of these popular demonstrations, will see fit to arrange a like program for the succeeding years.

Several new faces were brought to the lecture platform, and many and varied were the subjects presented.

R. M. (Bob) Smith came up from the South, and delivered two "bang-up" fine talks on Commercial and Illustrative Photography.

Our own (West Coast) Fred Hacking was never better in his fine presentation of "Development and After Treatments of Negatives".

M. L. Backman excellently covered the subject of "Projection and Contact Printing", in one of the most comprehensive lectures we have yet heard.

Lyn C. Jones talked the language of the Photofinisher, and incidentally his own, in telling the modern story of Photofinishing.

E. O. Davis "packed 'em in" for his demonstration in color photography, utilizing the Eastman Wash-Off Relief process. A capacity audience taxed the spacious Empire assembly room to brim-full and over-flowing, indicating, it would seem, that color is still the magic word in photography, and that all eyes are directed toward its present use.

Lastly, but by no means least, we call attention to this man, G. D. Downing, who came out of the East to show us a bag-full of new tricks in Portrait and Group Lightings. Aside from knowing his subject thoroughly, Downing has the fine gift of mixing a little laughter with the serious stuff, and it's our personal estimate of the man that he can "play ball" in any league.

We are certain that attending photographers have gone their way with an increased knowledge and enthusiasm for their work. And we feel no small vote of thanks should go to the Eastman Kodak Co. for their fine work in arranging this program. We of Hirsch & Kaye are a little proud of having played a part in presenting it to Central, West Coast audiences.

Stolen Equipment

At the close of the Photographic Dealers' Convention in San Francisco we learned that equipment had been stolen from one of the Display Rooms. We gladly extend our co-operation and publish details of the stolen items.

A Primarflex Camera #25684 with F2.8 Meyer Trioplan lens and without case or instruction book was lifted. Likewise, a General Electric Exposure Meter without case. The person who removed these articles may call on you for instruction book or carrying case.

Any information we may obtain about these items will promptly be forwarded to the exhibitor.

Swing into Spring with this new Easel



INTERLUDE

(Three-Piece Inslip Easel)

This style is the answer to numerous requests for the deservingly popular PREVIEW design on gray stocks—at popular prices.

Made in standard sizes—3x4 to 8x10 upright and 10x8 horizontal.

It is an ideal style for general portraits, especially wedding and school work.

Your stockhouse salesman has samples—have him show them to you. For ten cents we will send you a sample of the 4x6 size, or for twenty cents, the 8x10 size.

EASTMAN KODAK COMPANY
[TAPRELL LOOMIS DIVISION] CHICAGO, ILLINOIS

Jerry's Corner



By Himself

Not long ago I was walking past a pet shop when I saw a sign what said —"Puppies cut in half. Your choice, 50c."

While I was looking them over a lady came in and said to the clerk, "Can I get my dogs trimmed here?"

"Sure," said the man, "but why don't you go to a regular chiropodist?"

I wished I could buy them all, but finally I picked out a pup that I liked. One ear up and one ear down, and a tail that swings like a paint brush. And a pair of brown eyes that talk to you.

The store man said the dog would be worth one thousand dollars when he grew up. He's part Collie and something else and part Bull.

The thousand dollar part is Bull.

I call him Einstein because I can't figure his relativity.

He's a clever dog. When I say to him—are you coming or aren't you—he either comes or he don't.

Last Sunday I took him for a walk. A man stopped me and says, "What kind of a dog is that?" And I sez, "It's a Police dog."

"But he don't look like a Police dog," the man tells me. And I told him, "No—he's in the Secret Service."

But I'm proud of him. There's just as good fleas on him as you ever caught.

Manuel says I should cut his tail, but I'm afraid that would ruin his waggin.

He likes music. His favorite tunes are "Fleas Go Way and Let Me Sleep" and "Don't Bite the Hound That's Feeding You".

I remember the time when a man rang the doorbell and asked my ma for a bite. She said she couldn't acomidate him, but if he would wait a minute she'd call the dog. He didn't wait.

Then there was the time we had a lot of extra company. The dog growled at my Uncle Henry who says to me—your dog don't like me. I told him the dog was jealous; he was eating out of the dog's dish.

Some men would walk a mile for a Camel but this pooch is satisfied with a chesterfield.

He is one of those dogs that wears a fur coat in winter and in the summer time wears a fur coat and pants.

He can roll over and play dead. We showed him how in the Shipping Room.

Before I sign off, do you know the latest in dogs?

Dog food.

Buttress Display Board

BUTTRESS BOARD is a form of single face corrugated board with extremely wide corrugations. The ribs are 1⅝ inches wide and the board has sufficient strength to be rolled in the form of a column. It can also be used with the ribs placed in a horizontal position to serve as a background of the Venetian-blind type.

This material was featured in one of the demonstrations at the School of Photography recently held in San Francisco. Photographers find it most useful in their camera room as well as for display purpose in their show windows. It will be on display in the Hirsch & Kaye booth at the Sacramento Convention.

The material has the appearance of fine lacquered wood and is quite smooth to the touch. It can be painted or colored just like wood. It is furnished in white color, size 3x8 feet, at price of $2.75 a sheet. Many photographers have already placed their order. Have you?

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

No. 5 (3-wheel) Century Studio Stand. A lightweight but well constructed studio stand for small cameras.

Bargain Price $18.50

Century Penny Picture Camera, complete with stand and multiplying back. Excellent condition.

Bargain Price $37.50

8x10 F S used Printer. This is a foot-operated printer.

Bargain Price $35.00

Sterling 8x10 Commercial Tank Outfit. Consisting of blue tank for developer and white tank for Hypo, and a blue Water Jacket.

Bargain Price $15.00

Two 8x12x42 Sterling Developing Tanks, finished in white enamel and suitable for Hypo. Condition is excellent.

Bargain Price ..... $14.00 ea.

No. 10 Testrite Reflector and Stand. A reflector of flat design intended for 1000 watt tubular lamp.

Bargain Price $9.75

Fotolite Spotlight and Stand. A compact, adjustable spotlight which may also be used as a flood.

Bargain Price $12.00

No. 4-A Rise Print Straightener with motor. Will handle prints 8x10 and smaller. Condition like new.

Bargain Price $32.50

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Description and illustration of any article gladly sent on request.

HANCE GROUND GLASS SUBSTITUTE

A standard item for many years.

Bargain Price, per bottle.....38¢

Cirkut or **Medley Print Frame** with Plate Glass. 8x30 inches.

Bargain Price $6.50

Horseshoe Wringer with 16-inch rollers.

Bargain Price $12.75

"Money Making Ideas For Portrait Studios" by Abel.

Reduced to

Bargain Price of $2.00

Midget Border Printer with set of six masks. Reconditioned.

Bargain Price $36.50

Miraphot Enlarger with F6.3 Novar Lens. This is an Auto-Focus Enlarger for negatives 3¼x4¼ and smaller. Slightly shopworn.

Bargain Price $29.50

5x7 Eastman Auto-Focus Enlarger with easel..... $150.00

5x7 Eastman View Camera with three holders and case.

Bargain Price $29.50

CONVERTED BEATTIE FLOODLIGHT

A Beattie Arc Lamp has been converted by the addition of mogul sockets and #4 Photoflood lamps so that it offers an attractive appearing, efficient, high-power lighting unit at moderate price. Diffusion curtain is included. Here is an excellent camera room lamp at popular price.

Bargain Price $59.50

H & K ARC SPOTLIGHT

Requires no special wiring and uses ⅜-inch carbons. A much more powerful registering light than any Mazda unit you may have.

Bargain Price $29.50

Johnson Ventlite Junior Reflector and Adjustable Stand.

Bargain Price $10.50

14-inch Condensing Lenses in modern book type mount. Excellent condition.

Bargain Price $65.00

#4 CROWN TRIPOD

Maximum height 5½ feet. Good condition.

Bargain Price $9.50

Stoneware Tank for 5x7 or 8x10 negatives. Measures 7½x10½x10½.

Bargain Price $4.75

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Cine Kodak B with F3.5 lens and case.

Bargain Price **$30.00**

3¼x4¼ R. B. Auto Graflex with case and adapter. No lens.

Bargain Price **$65.00**

4x5 R. B. Series B Graflex with Kodak Anastigmat F4.5 lens, film holder and magazine.

Bargain Price **$87.50**

STONEWARE TANKS

The few 42-inch Stoneware Tanks on hand are offered at bargain prices in order to make room for other stock. These are new tanks in their original crate and are the kind we have used in our own Finishing Department for the past 16 years without replacement or special attention. The bargain prices include a substantial reduction from the original.

	Inside Measurements			*Bargain Price*
	Length	*Width*	*Depth*	*Each*
2—18 gal.	10½ in.	9½ in.	42 in.	$24.00
5—24 gal.	14 in.	9½ in.	42 in.	30.00
2—29 gal.	17 in.	9½ in.	42 in.	35.00

A year to pay.

5x7 Compact Graflex with B & L #5 Kodak Anastigmat Lens, F6.3.

Bargain Price **$45.00**

3¼x4¼ Graflex, Series C, with 6½-inch Cooke F2.5 lens and case and Focus Panel.

Bargain Price **$145.00**

Cabinet Style Printer with 12x12 plate glass opening and 8 adjustable light sockets. Very substantially made.

Bargain Price **$22.50**

3¼x4¼ R. B. Graflex with case and adapter. No lens.

Bargain Price **$75.00**

4x5 Auto Graflex with Xenar F4.5 lens, 27 cm., film pack adapter and focus panel.

Bargain Price **$129.50**

4x5 R. B. Series B Graflex with film pack adapter. No lens.

Bargain Price **$47.50**

4x5 Auto Graflex with Voigtlander Dynar F6 lens, 12 inch, with magazine and focus panel.

Bargain Price **$98.50**

4x5 R. B. Graflex with 10-inch F4.5 Kodak Anastigmat lens and film pack adapter. 863-160.

Bargain Price **$140.00**

3¼x5½ Graflex with 5x7 B & L Tessar, 1C, adapter, case and holder.

Bargain Price **$45.00**

3¼x4¼ R. B. Telescopic Graflex with B & L Tessar, F4.5, and film pack adapter.

Bargain Price **$72.50**

Six 4x5 Graflex Plate Holders with film sheaths.

Bargain Price ..... **$2.00 each**

24-Inch Easy Photo Wringer

Bargain Price **$13.50**

5x7 Graflex—5x8 Tessar 1C and Magazine and Case **$95.00**

No. 1-A Semi-Centennial Studio Stand, in condition like new.

Bargain Price **$49.50**

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Description and illustration of any article gladly sent on request.

Beattie Maxipan Studio Lamp. Latest model. Condition like new.

Bargain Price **$95.00**

Vertex Enlarger with F6.3 lens. Designed for 35 m/m negatives and will enlarge to 8x10. Slightly shop-worn.

Bargain Price **$22.50**

No. 6 (large size) **Rex Print Washer.**

Bargain Price **$14.50**

Pola Screen. Type I. 2½-inch and holder.

Bargain Price **$12.50**

4x5 Speed Graphic with K-A Lens, one holder.

Bargain Price **$69.50**

Duplex Jr. Twin Arc Lamp with case and stand. A good lamp for Home Portrait or Commercial use, or proofing.

Bargain Price **$22.50**

Duplex Jr. Double Arc Lamp with case and stand. This is an automatic self-feed arc lamp.

Bargain Price **$29.50**

6½x8½ HEAVY PRINT FRAMES With Glass

Bargain Price ..... **70¢ each**

5x7 Korona Series IV Camera with R.R. lens, six plate holders and case.

Bargain Price **$21.50**

Self-Registering Maximum and Minimum Thermometer, complete with horseshoe magnet. Finished in black; white scale for setting.

Bargain prices:

8 inch **$3.25**
10 inch **3.75**

CHRISTMAS STOCK PAPER

An assortment of 4¼x5½ double weight Azo is available in 2-dozen and 1-gross packages. Fresh stock. Send for list.

Kalart Model C (Senior) Synchronizer for Graphic and other cameras fitted with Compur Shutter. Guaranteed perfect condition.

Bargain Price **$15.00**

5x7 Coronet View Camera without case but with one film holder. Condition like new.

Bargain Price **$19.00**

4-Wheel Century Studio Stand for Studio Cameras.

Bargain Price **$19.50**

7x17 Korona View Camera with three film holders. Condition is excellent.

Bargain Price **$52.50**

Film Drying Rack for 50 Film Hangers.

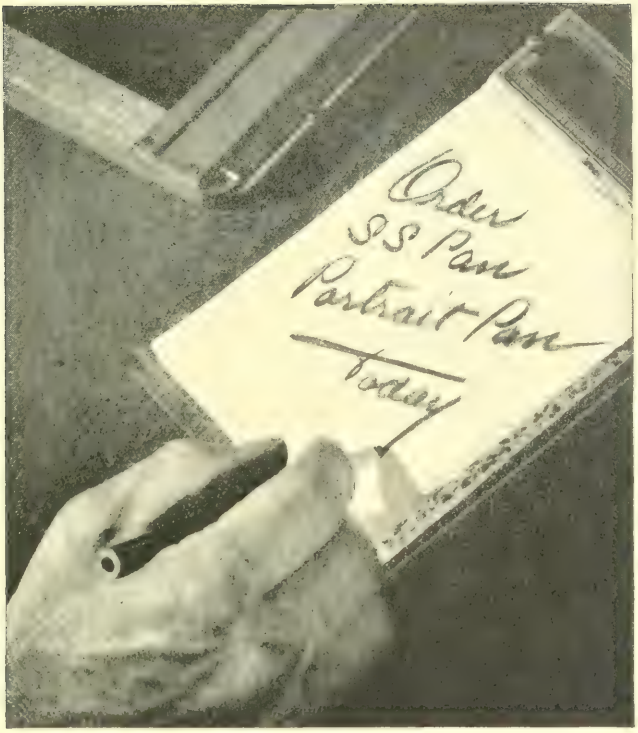
Bargain Price **$1.50**

Anthony Scoville Studio Camera with 8x10 sliding GG back.

Bargain Price **$42.50**

Good Lenses for Less

		Speed	*Focus*	*Shutter*	*List*	*Bargain*
190I	Vitax	F3.8	16″	Studio	$186.00	$85.50
106A	Ilex Paragon	F4.5	12″	no	130.00	80.10
4B	Goerz Celor 1B	F6.8	7″	no	54.50	28.80
12C	Adon Telephoto			no	42.50	17.55
150D	Goerz Dagor	F6.8	4¼″	Compound	55.00	24.30
152J	Seneca	F8	12″	Regno	36.00	8.55
16I	Cook Cine	F3.5	1″	no	35.00	12.60
16J	Wollensak W.A.	F9.5	6¼″	no	65.00	26.10
18D	Kodak Anastigmat	F4.5	8½″	no	70.00	40.50
18F	Xenar	F3.5	7⅛″	no	72.00	58.50
20G	Dall Cine	F09	1″	no	125.00	67.50
28J	Tessar	F2.9	3″	no	90.00	40.50
30D	Sterling W.A.	F16	7″	no	35.00	8.10
30J	Cook Cine	F3.5	1″	no	35.00	11.25
32B	Protar V	F18	7 3/16″	no	39.00	17.55
162G	Protar VII	F6.8	8-1/6″	Acme	134.00	60.75
162I	Protar IV	F12.5	6 1/16″	Volute	58.00	15.75
32I	Ilex Port	F3.5	10″	no	90.50	51.75
36F	Velos Ser II	F4.5	6″	no	37.50	18.90
36H	Heliar	F4.5	14½″	no	170.00	85.50
130B	Barre Portrait	F5	6″	no	21.00	11.25
38C	Tessar IC	F4.5	7 7/16″	no	48.00	31.50
164J	Velos 1A	F6.3	12″	Optimo	131.00	60.30
38J	Protar	F6.3	12.5″	no	74.00	40.50
40F	Cook Telephoto	F5.8	11″	no	75.00	47.50
40K	Kodak Anastigmat	F4.5	7½″	no	50.00	29.50
42D	Velostigmat Ser II	F4.5	6″	no	45.00	21.50
40J	Zeiss Tessar	F4.5	7″	no	63.00	40.00
42D	Velos Ser II	F4.5	6″	no	45.00	21.50
42J	Dall Cine	F1.5	1″	no	75.00	43.00
42K	Dall Cine	F2.9	2″	no	75.00	43.00



ke Advantage of Speed

THERE'S a new thrill for you, the photographer, and for your customer, when you take advantage of the speed of Eastman Super Sensitive and Portrait Panchromatic Films. Use ample light—make fast (1/25 second) pin-shutter exposures—catch flashes of real, animated expression. You'll be surprised at the quality of results—the greater satisfaction of your customers—the increase in size of your orders. Eastman Kodak Company, Rochester, N. Y.

ASTMAN

ER SENSITIVE AND PORTRAIT PANCHROMATIC FILM



QUALITY MAKES SALES

THE customer sees and appreciates the added realis
in the delicate gradation of prints on Vitava paper
When the print is an enlargement on Vitava Opa
regardless of size, its rich contact print quality is s
pleasing that sales are larger and more easily made
Eastman Kodak Company, Rochester, N. Y.

VITAVA OPAL PAPER

FOR ENLARGEMENTS OF CONTACT PRINT QUALITY

THE

FOCUS

Published Monthly in the Interests of Professional Photography

VOL. XIV MAY, 1938 NO. 5



SHADOWS OF PEACE

Now turn the picture to the right

WITHDRAWN

Published by

HIRSCH & KAYE

SAN FRANCISCO



Print APEX "BARNYARD" *Photograph by* T. C. Crosby, Schenectady, N. Y.

DEFENDER APEX

for Commercial Photography and Photo Finishing

No guesswork with Apex. You know what a good print should have and proceed to get it—with Apex. It's just a matter of picking the right grade and there are six of them (six contrasts) in Defender Apex.

All in the first trial, because Apex works with you, and for you, right from the start.

For APEX information in detail—Grades, Surfaces, Manipulation, Prices—send for the DEFENDER Book.

DEFENDER PHOTO SUPPLY COMPANY, Inc.

ROCHESTER, N. Y.

THE FOCUS

Prepared and Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE

239 Grant Avenue, San Francisco

The Largest Independently Owned Photo Supply House in the West

VOL. XIV MAY, 1938 No. 5

Introducing—



ALMA M. ALLEN

. . . . *Berkeley*

Alma M. Allen is a native of New Orleans. She inherits a background of art from generations of artists and adventurers who helped create the colorful history of Louisiana.

She was raised in a studio in the old French quarter of New Orleans. To appreciate this old world gem in a new world setting one must see the old French quarter of New Orleans with its old world architecture, customs and traditions. Naturally, her early ambition was to be an artist, especially a painter of portraits. As she learned of photography and its possibilities she developed the thought that it is possible to make a photograph become as famous as a painting produced by any of the masters.

Her first serious attempt at photography took place in New Orleans after she realized that pictures could be painted with lights and shadows as well as with brush and pigments. At that time her uncle owned a photographic studio. Now she has her own studio on Bancroft Way in Berkeley, close to the University campus.

She enjoys photography for the opportunity to study character and personality, as well as the opportunity to meet people under favorable and interesting circumstances. Could she make another selection of a career she would prefer sculpturing. She is a member of the Berkeley Chamber of Commerce. Her husband keeps in the background in the operation of the studio, but assists in many ways. Mrs. Allen has a daughter. When not actively occupied with portraiture she experiments in photography in natural colors. When occasion permits, she enjoys her hobbies of boating and swimming.

Shadows of Peace

THE picture on the cover, entitled "Shadows of Peace," is one of the prize-winning pictures in the Third Annual National News Picture Contest. It shows Legionnaires marching down Fifth Avenue and was adjudged one of the most unusual photos submitted because of the shadows cast by the marching men. The picture was a Speed Graphic shot and was made by Arthur Sasse of International News Photos.

This picture, together with four other Speed Graphic photos, captured all the prizes in this year's annual news picture competition. The Folmer Graflex Corporation, makers of Graflex and Speed Graphic Cameras, takes pride in pointing out that every prize that has been awarded in these news picture contests since they were inaugurated has been won by photographers using Graflex-made cameras.

In the picture, the original camera angle will be seen by turning the page to the right. Photographic data on this picture is as follows: Made with 4 x 5 Speed Graphic; F.11; 1/165 second; K-2 filter; Eastman Panchro-Press Film.



● Your business and all business talks in figures—it talks most clearly when you are getting the most results in dollars for dollars invested in mountings. It isn't how much you pay per hundred, but how much you are able to obtain per dozen for your photographs... And here is where *Gross* mountings speak eloquently in extra profits. Because the public is again asking for "something better," and the answer is in "*Gross* Mountings."

Write for an illustrated circular describing them.

THE GROSS PHOTO SUPPLY CO.

MANUFACTURERS • TOLEDO, OHIO

Canadian Agents: W. E. Booth Company, Limited, Toronto, and Montreal

The Sacramento Convention

THE third annual two-day convention of the Associated Photographers of the Sacramento-San Joaquin Valleys was successfully concluded Sunday evening, April 24. Registration was approximately the same as last year, and while there were less people in the building which housed the print display and manufacturer's exhibits, this was in no way due to the convention and was somewhat of a benefit. In previous years the Flower Show, held at the same time as the Photographers' Convention, was open to the public without admission charge. This year a charge of 25c was made for the Flower Show, and this resulted in reduced attendance and less people in the Exhibit Building. This gave visiting photographers more opportunity to establish personal contact with their friends in the display booths.

Beyond a doubt, the outstanding demonstration was that arranged by Karl and Emilie Romaine, who have earned the thanks of photographers for the effort they made to make the demonstration a success. They were assisted by a beautiful model with whom their demonstration had been carefully rehearsed. After the afternoon session large size pictures, such as would result from the demonstrated methods of lighting and posing, were on display in the Hirsch & Kaye booth. The following day Mr. and Mrs. Romaine were on hand to answer innumerable questions and generally assist photographers.

Likewise sponsored by Hirsch & Kaye, C. Stanton Loeber spoke on the subject, "The Miniature Camera in Professional Photography" Extracts from his address appear on other pages of this edition. There was a generally optimistic note throughout the convention, no doubt encouraged by the general feeling of optimism shared by so many photographers. The very satisfactory sale of items of major equipment booked during the convention demonstrated the faith of photographers in the future.

To Earl M. Cilley, Convention Manager, we express our acknowledgment of a large task well handled. The Sacramento Conventions should now rank among national photographic events.

Dodgette

THE Dodgette provides a means of *spot dodging* or *blocking out* selected portions of projector prints. It is a fitting companion to the Visible Dodger.

By its use, dark areas or objects may be held back and toned down to the desired density during projection.

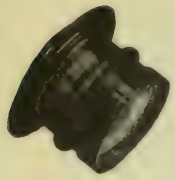
Since the Dodgette is made of material similar to that of the Visible Dodger, a full view of the *area being dodged* is visible in non-actinic orange color. This permits dodging of *unusual accuracy.*

The Dodgette can cover an area of from one and one-half inches by one eighth, to the full print size; from a straight line, through various elliptical shapes, to a full circle.

The Dodgette *holds back* whereas the Visible Dodger *prints.* It is to *spot dodging* what the Dodger is to spot *printing.*

Price.....25c

A COMPLETE SET OF LENSE



—ALL IN ONE

WOLLENSAK VELOSTIGMAT SERIES II f4.



With the Wollensak Velostigmat Series II *f*4.5 your one camera virtually becomes five separate instruments.

Compactness and true perspective for home portraiture. Flat field for group photos. Speed for action snaps. And so fine optically that it is regularly used for copying and enlarging.

***FOR portraits - groups - children's photos commercial work - architectural - action shots copying - enlarging - landscapes**

If you can afford only one lens, but have a wide variety of photographic interests—you want this Velostigmat. Try it at our risk.

WRITE FOR LITERATURE

WOLLENSAK OPTICAL CO., ROCHESTER, NEW YORK

WOLLENSAK

New Super Flash Lamps

AN INTERESTING telegram was received from the manufacturers of the Super Flash lamp, too late for the last issue of THE FOCUS. We quote from this message because it contains information of interest to our readers:

"Superflash scoops the field again, maintaining enviable position of leadership in the flash bulb field with prepublication announcement to the trade of two new Superflash Bulbs and one-third more photographic illumination in smallest size bulbs at no increase in prices, available May 1. Light output of Superflash No. 1 raised to 30,000 lumen seconds, which is one-third more illumination than any competitive lamp of same small size. Also new slightly larger 'Special Press 40,000' at same twenty-cent list, giving 40,000 lumen seconds of photographic light. Watch for coming announcement of a real sensation—the smallest flash bulb ever made for amateurs at the lowest price suitable for synchronized shots."

←⁂→

Camera Club Mount Board

THIS is the name of a line of mounts maintained in stock for exhibition purpose. These cards are furnished in standard packages of 10 cards of one kind in uniform size, 16 x 20. The cards are sold only in original packages.

Craftsman Grade Duplex White and Cream with pebbled surface, and Craftsman Grade Duplex White and Cream with smooth surface are quoted at $1.25 per package. Apprentice Grade Duplex White and Cream Pebbled, and Apprentice Grade Duplex, White and Cream Smooth, are quoted at $1.00 a package. Craftsman stock is a pure white card, whereas the Apprentice grade is a grey stock with white or cream surface.

Photographers will find much use for these mountings and we suggest a trial order. A block of sample cards will gladly be sent upon request.

"Spike" Graham Returns

JULIAN (Spike) GRAHAM of Del Monte . . . Cameraman and Adventurer extraordinary, has returned from a ten weeks' trip through Japan, China and the Far East, with a story of high adventure . . .and the pictures to prove it.

It was the writer's privilege to see "Spike" off on one of the Maru boats, a couple of pages back on the calendar, and now he reports, in person, on why the "East is East" and you have to go West to get there.

"Spike" fires a mean rifle, as the trophies in his Carmel home attest, but this time he was on the firing-line with a camera and an assignment to "get the story on film."

National magazines will shortly tell that story with a "Graham" credit line. A story, not of war, so much, as we know it, but a story of the eternal conflict between poverty and plenty. The Orient reeks with the extremes.

Graham found his photographic subjects there: The Beggar on the street who blessed him when he gave alms and cursed him in choice English when he didn't . . . The Chinese Merchant who pays pretty Cantonese girls $2000 (Mex) a night, for their sedate and circumspect companionship at dinner . . . The Opium Smokers who freely imbibe in the open at Macao . . . The Firecracker workers at Canton . . . The White Russian Refugees at Shanghai . . . The unemployed Geisha Girls of Tokio . . . These and many more contribute to the picture he has drawn with his camera . . . a cross section of Far Eastern Life.

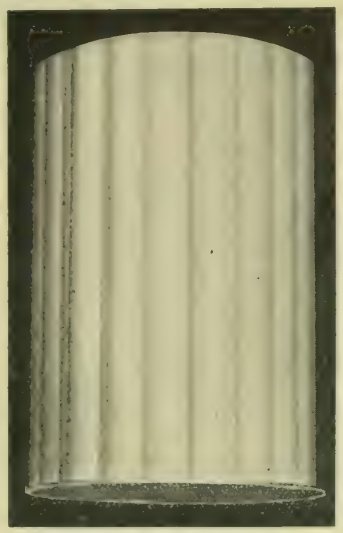
←⁂→

California gas tax returns will be swelled by $1,800,000 during the 1939 Golden Gate International Exposition.

←⁂→

More than 4,000,000 tourists will visit the West during the 1939 Golden Gate International Exposition.

Buttress Display Board



BUTTRESS BOARD is a form of single face corrugated board with extremely wide corrugations. The ribs are 1⅝ inches wide and the board has sufficient strength to be rolled in the form of a column. It can also be used with the ribs placed in a horizontal position to serve as a background of the Venetian-blind type.

This material was featured in one of the demonstrations at the School of Photography recently held in San Francisco. Photographers find it most useful in their camera room as well as for display purpose in their show windows. It was on display in the Hirsch & Kaye booth at the Sacramento Convention.

The material has the appearance of fine lacquered wood and is quite smooth to the touch. It can be painted or colored just like wood. It is furnished in white color, size 3x8 feet, at price of $2.75 a sheet. Many photographers have already placed their order. Have you?

NEW!

A 6 HOUR, 38,000 LUMEN PHOTO BULB WITH SILVERED REFLECTING SURFACE

Just Turn It On . . . . No Reflector Is Needed . . . .

An innovation in photolamp design. The bulb with its silvered inner surface acts as its own reflector. The powerful light emission is properly color balanced—rich in blue—making it ideal for use with our modern high speed films. The silvered reflecting surface reflects the maximum amount of light, making for higher operating efficiency. Operates in any standard socket—eliminating the need of reflectors, extra fixtures, etc. Its powerful 38,000 lumen light emission permits its use as the main light source in portraiture, home movies, etc., and, when operated in banks of two or three sufficient light is produced for full figures, small groups, etc. Lamp measures 6½ inches long by 4 inches wide.

- 500 WATTS
- 6 HOUR LIFE
- 38,000 LUMENS
- ECONOMICAL

Mushroom Bulb $1.00



Negative on
HAMMER Portrait Ortho
by
Haas-Paulette Studio
St. Louis

PICTURES THAT SELL

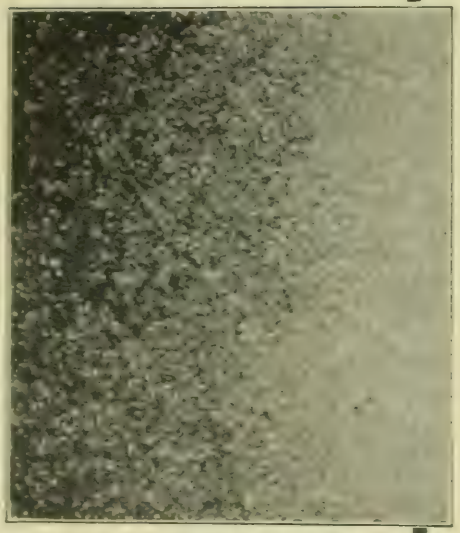
To capture the beauty of youth, you need a photographic material backed up by the experience of years. For almost fifty years, we have been manufacturing quality materials for the professional photographer. HAMMER Portrait Ortho, the youngest member of the HAMMER family, is already first choice with hundreds of fine pictorialists.

Your Supply Dealer has
HAMMER Portrait Ortho.

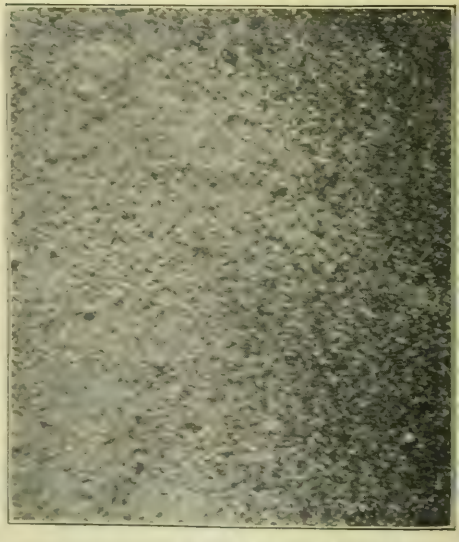
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SAINT LOUIS

when THEY are PHOTO-PURIFIED

chemicals are not only chemically improved for photographic use, but they are also physically improved. The control of the granules or crystals of the Mallinckrodt line is really noteworthy. Take for instance, one of the humblest on the shelf—alum. The photograph of each has been enlarged about 20 times. Notice the uniformity even in the small grains. Uniformity both chemical and physical insures better control of your solutions. We suggest that you always specify "Mallinckrodt" when you order.



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ALUM CHROME

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CHICAGO PHILADELPHIA

TORONTO MONTREAL

The Miniature Camera in Professional Photography

Condensed from the talk by C. STANTON LOEBER *of the Convention of the Associated Photographers of theSacramento and San Joaquin Valleys.*

RECENTLY I conducted a series of radio talks on photography. In one of these I discussed the enjoyment and pleasure I derived in taking candid shots along San Francisco's Waterfront. I told how I followed various characters and "shot" them unawares: how in one case I followed an ancient Chinese for some three months before I could get his picture. I thought it a pretty good talk.

So the next day when Joe Bush rushed up to me, grabbed me by the hand and said, "Gee, Loeber, that was a swell talk," I felt fine. And a couple of days later in the street car when I overheard a Negro and an American discussing photography, pictures, cameras, I stuck out my ear and listened. Evidently they were stevedores, judging from their clothing and their union badges.

Suddenly I heard the Negro say, "Did you hear that radio guy the other night? Well, maybe he knew his stuff, but if I ever catch that big blankety-blank-blank following me around the docks, I'll kick him into the bay." Now that's probably the way you will feel after I finish this little talk. You will want to kick the big blankety blank blank into the Sacramento River.

Because I'm going to tell you some things you won't like. I'm going to tell you that the average professional photographer is years behind the times. You learned your profession some five or ten or even twenty years ago. Then you dropped into a rut. Photography is zooming; the technique, practice, the ideas, have all advanced—and you have failed to keep pace.

Now you are going to wonder who I am that I should get up here and make such a statement. Well, I'll tell you—it so happens that I'm employed by the largest and oldest independent photo supply house in all the West. It also happens that I'm a member of the oldest and largest camera club in all the West. In fact, I'm an officer of that club.

I'm talking, thinking and eating photography all day and most of the night. Rather a heavy diet. And sometimes I get indigestion. Too much professional. And I'm going to tell you that the average good amateur knows more about modern photography than does the average professional. Now, of course, anything that I say does not apply to this group, we understand that. And when I say the amateur photographer, I mean that chap who does his own finishing.

Now just wait a minute before you throw rocks at me. I've said that the amateur knows more about modern photography than do you. But he doesn't know what to do with what he does know. He has not the years of experience and the background that the professional has.

Therefore, he does not know how to apply his learning. But he does know everything pertaining to the modern way of photography. He is avid for information. He reads every magazine, every journal, every book. In fact, he is two jumps ahead of the manufacturer himself. Of course, we realize that you work all day and often all night and when you relax you turn to some other interest for your recreation. But not so the amateur. Pick up such magazines as "Life" and the score of other similar publications, and the greater share of the pictures you see have been made by the amateur, not by the professional.

(Continued on page 19)

Gevaluxe
Velours

THIS new, *patented* paper is so totally different from any other that it beggars description. To appreciate its revolutionary character, you must inspect an actual print, and see for yourself the extraordinarily stereoscopic effect which Gevaluxe lends to a picture. Prints may be seen at Hirsch & Kaye's, San Francisco.

The Gevaert Company of America, Inc.
6368-70 Santa Monica Boulevard
Los Angeles
New York—Chicago—Toronto

Hirsch & Kaye carry all Gevaert Products

Adjustable Mask Assembly for Eastman Professional Printer Model 2

TO owners of the Eastman Professional Printer Model 2, we can now supply an adjustable masking device of the type used on the Eastman Studio Printer Model 12.

The Assembly consists of a metal frame hinged at the top of the printer. Mounted on it are four stainless steel masking strips, each three inches wide. These are slidable on the frame. A lever is provided to raise the negative clamp so that the rear strip can be moved to the extreme back position. Also a lock for the lamp switch is added to free both of operator's hands for the masking operation.

Included are a template and instructions for drilling holes in former style cabinets and information about installation. It will be necessary to engage a competent mechanic to attach the unit. While the instructions furnished will be complete, unless unusual care is exercised the masking opening may not be square in relation to the paper.

Adjustable Mask Assembly for Eastman Professional Printer Model 2....$24 list

Germany Reaps Harvest in Cameras Sold to U. S.

AMERICA'S amateur photography craze has resulted in Germany exporting to the United States cameras and parts, not by the crateful or bushel, but by the ton.

Approximately 10,661 metric tons, valued at $33,096,000, of lenses, shutters, films and all the other technical accessories dear to the heart of the camera addict, were shipped to this country in 1937.

The Commerce Department, in an exclusive statement, revealed that the American export trade with Germany for small motion picture cameras in 1938 is no "slouch." For January and February, exports of these small movie cameras alone amounted to $22,707.

Rubber Gloves

There are many kinds of rubber gloves, each suitable for a purpose, or designed to sell for a price. The best are usually the cheapest, and with this in mind we offer H. & K. Girard brand gloves for photographic use. They are available in all standard sizes at price of 90c a pair.

Tell us your size and we will send a pair of gloves that will outlast any you have ever used.

FREE

Camera shop owners who distribute the G. E. Exposure Meter are welcome to an attractive advertising display unit available to all distributors of G. E. Meters. When you place your order for a G. E. Meter be sure to mention that you would like to have one of these attractive display units.

"Sussman Mounts are Paramount"



VAUGHN EASELS

Here's another of the NEW 1938 STYLES, which the SUSSMAN CO. is offering through your dealer. When you use this line, you are not only getting the best that is to be had in stocks and workmanship, but in fine styling, and in addition, this line is made in the horizontal sizes, in the sizes which will help you to use just one line for your entire school work.

Gloss Coated Stocks — Serrated Edge Underlay
Gray and Silver — Neutral and Gold
3-Piece Slip-Under Easel
Large Outside Sizes

Outside Size	*Print Size*	*Price per 100*
4 7/8 x 6 5/8	3x4	**$ 6.00**
5 3/8 x 7 5/8	3x5	**7.50**
6 7/8 x 6 1/8	5x3 GR.	**8.00**
6 1/8 x 9	4x6	**9.00**
7 7/8 x 6 3/4	6x4 GR.	**9.50**
7 1/8 x 10 1/8	5x7	**10.00**
8 7/8 x 7 5/8	7x5 GR.	**10.50**

BRANDON EASELS

Modern technique, expertly applied, is evident in this new line of easels, which represents just one of the new, fine lines which the SUSSMAN CO. is offering to the photographic trade for the NEW SEASON OF 1938.

Gloss Coated Stocks — Serrated Edge Underlay
Oversized
Gray and Silver — Neutral and Gold

Outside Size	*Print Size*	*Price per 100*
4 7/8 x 6 5/8	3x4	**$ 6.00**
5 3/8 x 7 5/8	3x4 1/2	**7.50**
6 1/8 x 9	4x6	**9.00**
7 1/8 x 10 1/8	5x7	**10.00**



Manufactured by A. SUSSMAN & CO., Philadelphia, Pa.

Remember . . .
We will sell you ***any*** quantity of these mounts in any size.

Order from
HIRSCH & KAYE

IN STOCK FOR IMMEDIATE SHIPMENT

An Orchid to Mr. Hutchison

IN CONNECTION with the Sacramento Convention it is interesting to report the action of Mr. R. R. Hutchison, Pullman, Washington.

Mr. Hutchison heard of the convention, in which he was much interested, and although he knew that he would not be able to attend this year, he airmailed a registration fee of $2.50 to Mr. Earl M. Cilley, convention chairman, with the hope that his contribution would add to the success of the convention.

Such co-operation, coming from a photographer hundreds of miles out of the normal territory served at the convention, is refreshing.

←⁂→

For Sale

First-class Portrait and Commercial Studio, ground floor, established fifteen years. Reasonable rent. 30,000 drawing community. Excellent opportunity. $1,000 down payment.

Box 212 The Focus

←⁂→

Fred Ordway, well-known sportsman-photographer of Juneau, Alaska, died February 17 as a result of injuries sustained in an airplane crash. He was one of the best-known photographers in Alaska and one of the best informed. Ordway's Photo Service will continue operation under the capable management of Mrs. Ordway.

←⁂→

William Blewett, popular owner of the Berkeley Commercial Photo Company, and owner of the Camera Shop in the same city, died May 4 during a critical operation. Mr. Blewett was one of the best-known and best-liked members of the Master Photo Finishers Association of Northern California.

PHOTO ART PRINT GALLERY

A Perpetual Salon of Photography Changed Every Two Weeks

Open every day except Sunday and Holidays, 10 A.M. to 5 P.M.—Saturdays, 10 to 1.

● Collections of the world's outstanding pictorial photographs open to the public without admission or entry fees.

● An exhibition gallery without commercial objective or intent for profit. Dedicated to the cause of the Art of Photography.

May 15th inc. 31st
Leica International
June 1st inc. 14th
Rollei Salon
June 15th inc. 30th
Agfa Ansco Salon

Subject to change as opportunity for special collections or other circumstances may demand.

This is your gallery. Avail yourself of what it offers

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SAN FRANCISCO CALIFORNIA

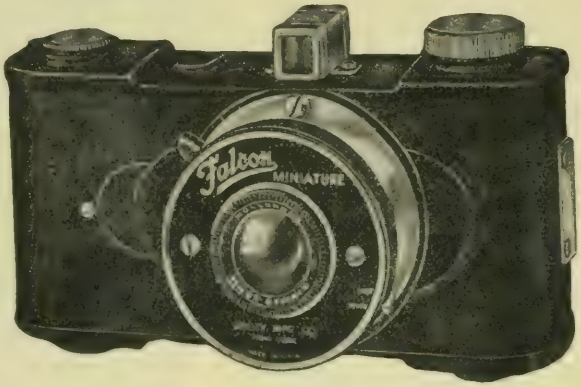
Rental Library Catalog

Many of our readers are active in Rotary, Kiwanis, Lions' and other organizations and are, therefore, expected to contribute their bit to entertainment at these luncheons.

These readers will be interested in our 16 mm. Rental Library Catalog, No. 7, which has been completed and is ready for distribution. The rental fee is very reasonable and we will gladly send a copy of this catalog to anyone who is interested.

FALCON MINIATURE

THE LOWEST PRICE "CANDID TYPE" CAMERA, USING STANDARD FILM



BRIEF SPECIFICATIONS:

- Equipped with Wollensak Minivar 50 mm. lens.
- Fixed focus—no guesswork—extremely simple to operate.
- Stops for time exposure and snapshots.
- Latest "Spyglass" eye-level view finder.
- Compartment in camera for reserve spool of film.
- USES STANDARD KODAK 127 or AGFA A8 FILM and PRODUCES 16 PICTURES ON ONE ROLL OF FILM.
- Takes sharply detailed pictures that make good enlargements.
- Sturdy Neilite case in Ebony Black. All exposed metal parts are chrome finished and the front plate is etched in chrome and Ebony Black enamel.

FALCON MINIATURE is entirely made in U. S. A. and unconditionally guaranteed for 12 months. Simple instruction booklet is enclosed with each camera.

RETAILS AT **$3.98**

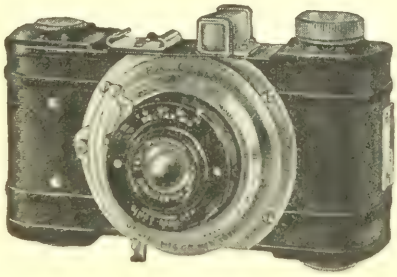
Dealer prices on Falcon Cameras are attractive. Many orders already booked.

Falcon Candid Cameras

MODEL F with f 4.5 Lens
Retails at $17.50

MODEL G with f 3.5 Lens
Retails at $21.50

(Sold under Fair Trade Act agreement)



Takes Action Pictures of Superb Depth and Definition

BRIEF SPECIFICATIONS:

- Equipped with Wollensak 2-inch Velostigmat f 4.5 or f 3.5 lens.
- Wollensak Deltax Shutter adjustable for stops from f 3.5 to f 22 and the following shutter speeds: time and bulb, 1/25, 1/50 and 1/100 of a second.
- Built in focusing mount adjustable for distance from infinity to 3 ft.
- Built in "Spyglass" view finder.
- Shutter attachment for cable release.
- Attachment for use with standard tripod.
- Attachment to take a standard range finder on each camera.
- USES STANDARD VEST POCKET SIZE FILM, (KODAK 127 or AGFA A8) AND TAKES 16 PICTURES ON THIS ROLL OF FILM—NEGATIVES BEING HALF-SIZE OF REGULAR 127. (PICTURE SIZE 1⅝" x 1¼"). DUFAY-COLOR FILM CAN ALSO BE USED WITH THIS CAMERA.
- The case is of sturdy Neilite in Ebony Black. All exposed metal fittings of brushed satin chrome.

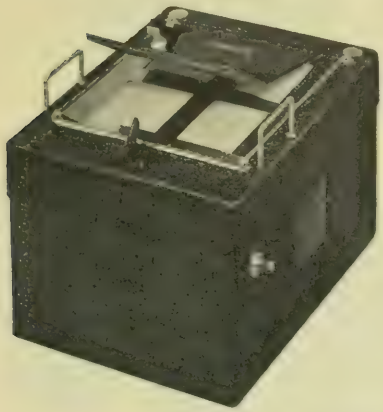
Newspaper mats, electrotypes, and window and counter displays are available.

FALCON CANDID is entirely made in U. S. A. and unconditionally guaranteed for 12 months. Simple instruction booklet is enclosed with each camera.

Dealer orders and inquiries invited.

HIRSCH & KAYE appointed Distributors

JACKSON Printer



for negatives 4 x 5
and smaller
including 35 mm
strip film

•

Has built-in features of quality and performance seldom found in other printers at even twice the price!

•

Specifications

★ **All metal construction.**
Fittings are finest quality Stainless Steel and pre-finished nickel plated metal.

★ **Unit-welded steel case.**
Baked Morocco finish.

★ **Double hinged pressure plate with rubber pads.**
Pressure plate is firmly held down by spring catch during printing. It is instantly released by thumb pressure.

★ **Adjustable masking device.**
Takes any size negative up to 4 x 5.

★ **Accommodates 35 mm rolls for strip printing.**
Roll holders allow continuous film feed. The roll holders are adjustable for height and may be moved out of position when not in use.

★ **Spring pressure negative clamp.**
This clamp holds the negative firmly in position while adjusting masks.

★ **High quality diffusion glass.**

★ **It's a speedy printer, too!**
Many ordinary negatives printed in from only 2 to 10 seconds.

★ **Built-in "safe light."**
For use when adjusting negative position. Side window furnishes darkroom safe light for illuminating developing tray. The red filter may be easily removed or replaced.

★ **Toggle switch controls printing light.**
Green indicator flashes on during printing period.

★ **Furnished complete with lamps installed—ready to use.**

★ **Dimensions.**
6¾" x 6¾" x 9". Shipping weight—6 lbs.

Price **$6.50**

Dealer orders invited

The Miniature Camera in Professional Photography

(Continued from page 11)

And peculiarly, the bulk of these pictures have been made with miniature cameras. Now, the professional has shunned "Minnie." He thinks of her as a beautiful little hussy who will do him wrong. She hasn't any rising front and no swing back. He's afraid of her. Well, that's where you are mistaken.

Never in the history of all photography has such a beautifully precisioned instrument been put into the hand of any photographer.

There are wide-angle lenses, Telephoto lenses and lenses so fast that with the new Ultra Speed film, instantaneous exposures can be made with the light of a single candle. Feed her a roll of Kodachrome and she will produce natural color pictures that will knock your eye out. Direct color prints are being made in England today and within two years' time it is predicted that the professional will be able to make color prints as easily as he makes black and white prints today.

Think what that will mean to the old cash register. And speaking of the cash register, that's what every professional photographer wants to know. Will "Minnie" pay? The answer is definitely "Yes."

I know a chap who was a portrait artist. The depression came along and the wolf sat on his doorsteps and howled. So he bought himself a Leica and where before he painted portraits, he now made them photographically. Of course, you are going to say at once, "What about retouching?" Well, a little Panchromatic make-up smeared over your sitter's face will hide all the wrinkles, the blemishes, freckles. In fact, it will hide everything but monkeys. And today this chap is making an excellent income doing nothing but portrait work with his little Leica.

Of course you will ask, "Will sitters allow me to put on the make-up?" Certainly, and if it's a woman she's thrilled to death with the idea of learning something about the subject of make-up. You need not know anything, but if you simply let her believe that you know everything, your whole problem is solved. With a fast lens and a moderate light you can take any number of exposures, catch your subject in natural poses, have far more proofs to show, and make accordingly a greater number of sales.

One day a chap walked into the store, bought a Contax. It seems that he was a portrait artist freshly returned from Europe and greatly in demand. In fact, he had so many sittings he could not care for them all. So he evolved this little plan. He mounted the Contax on his easel where it was hidden and could not be seen, and then as he worked away, from time to time he would snap a shot of his sitter, all unknown to this sitter. He would put in the ground work for the portrait, then turn that and the 8 x 10 blow-ups from his Contax over to his assistants. They would complete the work. In that manner he was able to cash in on his fleeting popularity in a manner that otherwise would not have been possible.

You have all seen those marvelous pictures of the San Francisco Bay Bridge. You have seen them in windows everywhere, and publications. They are wonderful photographs. They were all made with a miniature camera. And no other camera in the world than a "Minnie" could have done that. Because in industrial work it is imperative that everything be crisply sharp from the nearest to the farthest object. Only "Minnie," with her short lens and a great depth, could accomplish that. Pete Stackpole made those pictures. Photography was

(Continued on page 20)

The Miniature Camera in Professional Photography

(Continued from page 19)

his hobby. He was just a kid. Then he got a job photographing the construction work at a small salary. Today Pete is one of America's ranking photographers, on the staff of Time, traveling all over the country on assignments. And if there had been no "Minnie," Pete would not be where he is today.

Herman Bryant of the San Francisco News is credited with taking the finest sport pictures on the Pacific Coast. He uses a Leica. During the Stanford-California Big Game he shot in all that muck and rain at 1/500 of a second at F6.3 on Ultra Speed Film and the negatives were perfect. At night basketball or indoor sports he shoots 1/1000 of a second, stop F4 and with a No. 1 Super Flash gets perfectly timed negatives at 15 feet.

Atop the News building is a pigeon loft. So when Herman goes to a football game, his Leica and a crate of pigeons accompany him. He fires a roll of film at the opening action of the game, loads it onto the back of a pigeon and within three-quarters of an hour the pictures are on the street. When the Hoover came in after her bombing in China, Herman and his reporters met her at the Gate. And before the other papers realized it, the whole story and pictures of the passengers were being distributed in downtown San Francisco.

It is routine practice for Herman to make enlargements of 40 diameters without showing grain. In fact, he'll take a section of a negative no larger than a quarter the size of my little fingernail and make it into an 8 x 10 enlargement.

I have in my pocket a series of pictures that appeared in last week's Life. They show a rat sticking his head through a rat hole, nibbling at the cheese in the trap, then eating it and finally the last shot shows him dashing gaily through the hole with his tail high in the air. That's an interesting series of pictures. But more interesting is the manner in which it was made. The whole thing was planned by a doctor friend of mine. He had seen a rat stick his nose out and it gave him an idea. So he got a rat hole from the wrecking company, or rather I should say a board with a rat hole in it, a rat from a laboratory where experimental work was being carried on, and used the floor of his office for the set-up.

His office girl held the rat so that just his head showed coming through the hole. And also the last shot where we see his glorious retreat. The difficult part of it came in getting the rat to take the cheese that was on the trap. Believe it or not, he had never been educated to the joys of cheese eating, so it was necessary to smear the cheese with bacon grease. Of course, the trap was spiked so that it would not go off and catch Mr. Rat. The pictures were taken with a Contax and two photo floods. The whole thing was posed. But it typifies what the possession of a fine miniature camera does for one. This camera is as beautifully precisioned an instrument as any that the good Doctor uses in his profession. It stimulated his imagination, and the result —a set of pictures for which Life was glad to pay $100.

I know another chap who, when business is slack, goes out and photographs a block of homes in the better residential district in his city. He'll take two and three shots of each home. Then he makes post card enlargements and a day or two later shoves them under the door of the home with a little note saying he will call a few days later. Perhaps that evening or the following day he returns. He tells me that the sales of such pictures average approximately $2.00 per home. If there are a dozen homes in the block that means an income of $24. And certainly that is not to be sneezed at.

(Continued on page 21)

The Miniature Camera in Professional Photography

(Continued from page 20)

Now, that is one of the finest things about the ownership of a miniature camera. It does something to us. It gives us a psychological uplift. It gives us new ideas. I said NEW ideas, not young ideas, as Billie Wolff has. And the result is, if we attempt things photographically that we have never tried before, it means better technical work, it means better income. Take your miniature camera to the various luncheons and meetings of the Kiwanis, of the Lions, of the Rotary, to the Chamber of Commerce. Take a series of candid shots and the results will amaze you. People are hungry for candid photographs of themselves and their friends. The newspapers will buy them. And you will increase your sales substantially.

The possession of a miniature camera stamps the local photographer as being progressive. It is one of the best advertisements he can have. And you can be plenty certain that everyone in your community will note the fact that you are carrying this little beauty with you.

These are just a few of the ideas the "Minnie" camera will bring to you. I've told you that the professional photographer has been behind the times. I've meant it. I've stuck my neck out and people who do so generally get it whacked. So now it's open season and you can start whacking as much as you want.

Thank you.

Good Advice

WHEN buying a second-hand used lens, great care should be exercised by the buyer before parting with his money. Such lenses are apt to be out of adjustment through careless handling without this damage being evident to the casual observer. The prospective purchaser should be especially wary of lenses which appear to be "new" and yet are offered at greatly reduced prices. Unscrupulous persons sometimes camouflage lenses of mediocre origin by remounting them and engraving the mount with the name and trademark of a reputable lens manufacturer. Unless the buyer has the fullest confidence in the responsibility of the seller, he should make the purchase of a used lens subject to a check-up by the lens manufacturer for any possible defects in adjustment.

We are certain that every reputable lens manufacturer will gladly do such checking-up of his own products free or at a nominal charge.

The Commercial Photographer
May, 1938

The Graham Studio in Colusa has been sold to **W. B. Bennett,** who will continue the studio under the name of Colusa Studio. Mr. Graham accompanied Mr. Bennett on a recent trip to San Francisco for the selection of additional equipment.

Ivan Hitt, Superintendent of the Bureau of Identification of San Joaquin County, was a recent visitor to San Francisco.

Information Wanted

Information is wanted about H. D. Carsey and E. Carsey, photographers, formerly located on Post Street in San Francisco. Information as to their present address will be appreciated and will be kept confidential.

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Large Daily Output Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.
STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



2 SIZES
12, 19
gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
COMPACT
DURABLE
EFFICIENT.

The best by test.

PAKO AIDS

PAKO FILM CLIPS are strong, heavy, serviceable clips—amply wide to minimize film curling — extra large jaw opening for easy loading—an adequate supply kept handy will speed up service and improve the quality of finished work—plated brass for low initial cost, $16.50 a gross—stainless clips for long life, $30.00 a gross.

PAKO "ALL PURPOSE" WEIGHT RINGS are made of durable, highly polished, acid resisting metal — used for holding down Leica, Contax or other films when doubled in the tanks. They may be used horizontally on wide film, or vertically on narrow film—this feature makes them doubly convenient wherever films of various sizes are processed—per dozen, $3.60.

X-Ray Film Illuminators

USERS of X-ray equipment will be interested in the improvements made in 8 x 10 and 14 x 17 X-ray Film Illuminators respectively designated as Eastman Model D and Model E.

The smaller one has been redesigned to increase the efficiency of illumination and to provide a light comparable with north daylight—the ideal for easy reading. It is constructed entirely of metal and the frame has a grained walnut finish. It is supplied at no advance in price, $12.00.

Still greater improvements have been made in the 14 x 17 type. This is also entirely metal construction and the frame has the same walnut finish. It is equipped to provide three degrees of illumination to meet the needs of the radiograph to be examined. A baffle plate of glass keeps the illuminated surface cool. An improved type of clip holds the film securely yet can be lifted easily with the finger when lamps have to be replaced.

Two bracket arms are supplied to hold the wet film away from the face of the illuminator. The face can be tilted at a convenient viewing angle by a simple adjustment of the supporting frame.

This illuminator also provides light comparable to north daylight and we believe that the many features we have enumerated will interest your customers. It is supplied at $22.50.

Eastman High Speed Film

ACCORDING to a list just received it will be possible to obtain Eastman Safety Super Panchro-Press A. H. Film in practically all sizes in which standard grades of film are furnished. The list price of this new high-speed film is a little higher than the price for Panchromatic Film, and we list some of the popular sizes for the guidance of our readers:

2¼ x 3¼	$ .55 a doz. list
3¼ x 4¼	.85 a doz. list
4 x 5	1.10 a doz. list
5 x 7	1.80 a doz. list
8 x 10	3.95 a doz. list

CENTIMETER SIZES

4.5 x 6 cm.	$ .50 a doz. list
6.5 x 9 cm	.65 a doz. list
9 x 12 cm	1.00 a doz. list

The Krug Haloette is an attachment with which you can make white backgrounds. It does your blocking out for you. The price of Krug Haloette has just been reduced from $27.50 to $17.50. Send for descriptive circular.

Fair Trade Agreements

AN INCREASING number of products are being placed under the protection of the Fair Trade Act. In this group we find the Univex line of still and motion picture cameras, Falcon Cameras, Bell & Howell equipment and other lines.

We doubt very much if many FOCUS readers are inclined to cut prices on these items, but we publish this reminder that when you feel tempted to deviate from catalog prices be sure to first investigate and see if this can be done without injury to future delivery of supplies.

Reducing Back for Eastman All-Metal Camera

It is now possible for owners of the Eastman Commercial View Camera to obtain an 8 x 10 to 5 x 7 Reducing Back. This All-Metal equipment, designed to become an integral part of the All-Metal View Camera, is furnished with one film or plate holder at price of $40.00.

One of This Season's Most Popular Styles . . .



THE DU PAGE

(Three-Piece Inslip Easel)

The reason—a modern stock—a modern design.

The design is in blended black and silver. Made in all standard sizes—3x4 to 8x10 upright and 6x4 to 10x8 horizontal.

If you are not acquainted with this style, ask your stockhouse salesman to show you samples . . . he has them in his grip.

EASTMAN KODAK COMPANY
[TAPRELL LOOMIS DIVISION] CHICAGO, ILLINOIS

Jerry's Corner



By Himself

That dog I told you about last month—I thought he might turn out to be a schnautzer but I'm afraid he's going to be a schnoozer.

I thought my dog was the perfect pet,
I love his bark and his nose, so wet.
I loved him more than anything written,
But that was before I met the kitten.

My dog likes cats, too.

But I don't like cat stew. He can have it.

Cats are so gentle they can be raised on a bottle.

A cats up bottle is best.

Cats may be dumb animals but they won't drink varnish remover from a bottle, like humans.

Maybe that's why they have nine lives.

But do you know—in New York State, the Catskill Mountains?

Cats are like men, they like to stay out all night.

Did you ever listen to a feline Sweet Adeline?

A cat has its eyes opened in nine days but it takes much longer with humans, if ever.

Cats don't make catty remarks.

Some cats are all one color. Others are mixed. Some cats have a white stripe on their back. These make scents.

Then there are other cats that run away from a good home. That don't make sense.

And there are others that are so valuable that their owners make cents.

Mice like cheese. Cats like mice. Therefore, cats like cheese.

The reason there are so many unemployed cats is because some fellow made a better mouse trap.

I was reading in a history book where many years ago, cats were sacred in Egypt. Some Persian knew this and captured the city by throwing cats over the wall.

Must have been Persian cats.

And there are times at night when I would like to be a Persian.

—JERRY.

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

No. 5 (3-wheel) Century Studio Stand. A lightweight but well constructed studio stand for small cameras.

Bargain Price **$18.50**

Century Penny Picture Camera, complete with stand and multiplying back. Excellent condition.

Bargain Price **$37.50**

8x10 F S used Printer. This is a foot-operated printer.

Bargain Price **$35.00**

Sterling 8x10 Commercial Tank Outfit. Consisting of blue tank for developer and white tank for Hypo, and a blue Water Jacket.

Bargain Price **$15.00**

Edwal #108 Glycin Developer for paper. Greatly reduced in price.

Bargain Price—quart size..... **$ .45**

Bargain Price—gallon size..... **1.25**

F & S Vignetter for Studio Camera

Bargain Price **$7.50**

No-Grain Developing Powder, each container sufficient to make 26 ounces fine-grain developer.

Bargain Price ..... **20c a can**

Two 8x12x42 Sterling Developing Tanks, finished in white enamel and suitable for Hypo. Condition is excellent.

Bargain Price ..... **$14.00 ea.**

No. 10 Testrite Reflector and Stand. A reflector of flat design intended for 1000 watt tubular lamp.

Bargain Price **$9.75**

Fotolite Spotlight and Stand. A compact, adjustable spotlight which may also be used as a flood.

Bargain Price **$12.00**



Window Display Cards as shown in the illustration. Printed in 3 colors. Size, 27x29 inches.

Bargain Price..... **$ .49 each**

Reducing Attachment for 5x7 Eastman Auto-Focus Enlarger.

Bargain Price **$15.00**

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Description and illustration of any article gladly sent on request.

HANCE GROUND GLASS SUBSTITUTE

A standard item for many years.

Bargain Price, per bottle.....38¢

Cirkut or **Medley Print Frame** with Plate Glass. 8x30 inches.

Bargain Price $6.50

Horseshoe Wringer with 16-inch rollers.

Bargain Price $12.75

"Money Making Ideas For Portrait Studios" by Abel.
Reduced to

Bargain Price of $2.00

5x7 Eastman Auto-Focus Enlarger with easel.....$150.00

5x7 Eastman View Camera with three holders and case.

Bargain Price $29.50

#32 Sunray Lamp, Studio Model, no stand $9.50

1 Pair 12" Condensers, in metal round mount,
Excellent condition $35.00

CONVERTED BEATTIE FLOODLIGHT

A Beattie Arc Lamp has been converted by the addition of mogul sockets and #4 Photoflood lamps so that it offers an attractive appearing, efficient, high-power lighting unit at moderate price. Diffusion curtain is included. Here is an excellent camera room lamp at popular price.

Bargain Price $59.50

H & K ARC SPOTLIGHT

Requires no special wiring and uses 3/8-inch carbons. A much more powerful registering light than any Mazda unit you may have.

Bargain Price $29.50

Johnson Ventlite Junior Reflector and Adjustable Stand.

Bargain Price $10.50

14-inch Condensing Lenses in modern book type mount. Excellent condition.

Bargain Price $65.00

#4 CROWN TRIPOD

Maximum height 5½ feet. Good condition.

Bargain Price $9.50

Stoneware Tank for 5x7 or 8x10 negatives. Measures 7½x10½x10½.

Bargain Price $4.75

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Cine Kodak B with F3.5 lens and case.

Bargain Price **$30.00**

3¼x4¼ R. B. Auto Graflex with case and adapter. No lens.

Bargain Price **$65.00**

4x5 R. B. Series B Graflex with Kodak Anastigmat F4.5 lens, film holder and magazine.

Bargain Price **$87.50**

STONEWARE TANKS

The few 42-inch Stoneware Tanks on hand are offered at bargain prices in order to make room for other stock. These are new tanks in their original crate and are the kind we have used in our own Finishing Department for the past 16 years without replacement or special attention. The bargain prices include a substantial reduction from the original.

	Inside Measurements			*Bargain Price*
	Length	*Width*	*Depth*	*Each*
2—18 gal.	10½ in.	9½ in.	42 in.	$24.00
5—24 gal.	14 in.	9½ in.	42 in.	30.00
2—29 gal.	17 in.	9½ in.	42 in.	35.00

A year to pay.

5x7 Compact Graflex with B & L #5 Kodak Anastigmat Lens, F6.3.

Bargain Price **$45.00**

3¼x4¼ Graflex, Series C, with 6½-inch Cooke F2.5 lens and case and Focus Panel.

Bargain Price **$145.00**

Cabinet Style Printer with 12x12 plate glass opening and 8 adjustable light sockets. Very substantially made.

Bargain Price **$22.50**

3¼x4¼ R. B. Graflex with case and adapter. No lens.

Bargain Price **$75.00**

4x5 Auto Graflex with Xenar F4.5 lens, 27 cm., film pack adapter and focus panel.

Bargain Price **$129.50**

4x5 R. B. Series B Graflex with film pack adapter. No lens.

Bargain Price **$47.50**

4x5 Auto Graflex with Voigtlander Dynar F6 lens, 12 inch, with magazine and focus panel.

Bargain Price **$98.50**

4x5 R. B. Graflex with 10-inch F4.5 Kodak Anastigmat lens and film pack adapter. 863-160.

Bargain Price **$140.00**

3¼x5½ Graflex with 5x7 B & L Tessar, 1C, adapter, case and holder.

Bargain Price **$45.00**

3¼x4¼ R. B. Telescopic Graflex with B & L Tessar, F4.5, and film pack adapter.

Bargain Price **$72.50**

Six 4x5 Graflex Plate Holders with film sheaths.

Bargain Price ..... **$2.00 each**

24-Inch Easy Photo Wringer

Bargain Price **$13.50**

5x7 Graflex—5x8 Tessar 1C and Magazine and Case **$95.00**

No. 1-A Semi-Centennial Studio Stand, in condition like new.

Bargain Price **$49.50**

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Description and illustration of any article gladly sent on request.

Beattie Maxipan Studio Lamp. Latest model. Condition like new.

Bargain Price **$95.00**

Vertex Enlarger with F6.3 lens. Designed for 35 m/m negatives and will enlarge to 8x10. Slightly shop-worn.

Bargain Price **$22.50**

4x5 Speed Graphic with K-A Lens, one holder.

Bargain Price **$69.50**

Duplex Jr. Twin Arc Lamp with case and stand. A good lamp for Home Portrait or Commercial use, or proofing.

Bargain Price **$22.50**

6½x8½ HEAVY PRINT FRAMES With Glass

Bargain Price ..... **70¢ each**

5x7 Korona Series IV Camera with R.R. lens, six plate holders and case.

Bargain Price **$21.50**

CARBONS

We offer a miscellaneous assortment of carbons at a uniform bargain price.

7 m/m x 12 inch White Flame
8 m/m x 12 inch White Flame
½x12 Copper Tip White Flame
½x12 Copper Coated White Flame
6 m/m x 6 Panchromatic
⅜x12 Panchromatic

Bargain Price, any size, 2c each

Self-Registering Maximum and Minimum Thermometer, complete with horseshoe magnet. Finished in black; white scale for setting.

Bargain prices:

8 inch **$3.25**
10 inch **3.75**

CHRISTMAS STOCK PAPER

An assortment of 4¼x5½ double weight Azo is available in 2-dozen and 1-gross packages. Fresh stock. Send for list.

Kalart Model C (Senior) Synchronizer for Graphic and other cameras fitted with Compur Shutter. Guaranteed perfect condition.

Bargain Price **$15.00**

5x7 Coronet View Camera without case but with one film holder. Condition like new.

Bargain Price **$19.00**

4-Wheel Century Studio Stand for Studio Cameras.

Bargain Price **$19.50**

7x17 Korona View Camera with three film holders. Condition is excellent.

Bargain Price **$52.50**

Film Drying Rack for 50 Film Hangers. 5x7 or 8x10.

Bargain Price **$1.50**

Anthony Scoville Studio Camera with 8x10 sliding GG back.

Bargain Price **$42.50**

Good Lenses for Less

		Speed	*Focus*	*Shutter*	*List*	*Bargain*
190I	Vitax	F3.8	16″	Studio	$186.00	$85.50
106A	Ilex Paragon	F4.5	12″	no	130.00	80.10
4B	Goerz Celor 1B	F6.8	7″	no	54.50	28.80
12C	Adon Telephoto			no	42.50	17.55
150D	Goerz Dagor	F6.8	4¼″	Compound	55.00	24.30
152J	Seneca	F8	12″	Regno	36.00	8.55
16I	Cook Cine	F3.5	1″	no	35.00	12.60
16J	Wollensak W.A.	F9.5	6¼″	no	65.00	26.10
18D	Kodak Anastigmat	F4.5	8½″	no	70.00	40.50
18F	Xenar	F3.5	7⅛″	no	72.00	58.50
20G	Dallmeyer Cine	F09	1″	no	125.00	67.50
28J	Tessar	F2.9	3″	no	90.00	40.50
30D	Sterling W.A.	F16	7″	no	35.00	8.10
30J	Cook Cine	F3.5	1″	no	35.00	11.25
32B	Protar V	F18	7 3/16″	no	39.00	17.55
162G	Protar VII	F6.8	8-1/6″	Acme	134.00	60.75
162I	Protar IV	F12.5	6 1/16″	Volute	58.00	15.75
32I	Ilex Port	F3.5	10″	no	90.50	51.75
36F	Velostigmat Ser II	F4.5	6″	no	37.50	18.90
36H	Heliar	F4.5	14½″	no	170.00	85.50
130B	Barre Portrait	F5	6″	no	21.00	11.25
38C	Tessar IC	F4.5	7 7/16″	no	48.00	31.50
164J	Velostigmat 1A	F6.3	12″	Optimo	131.00	60.30
38J	Protar	F6.3	12.5″	no	74.00	40.50
40K	Kodak Anastigmat	F4.5	7½″	no	50.00	29.50
42D	Velostigmat Ser II	F4.5	6″	no	45.00	21.50
40J	Zeiss Tessar	F4.5	7″	no	63.00	40.00
42D	Velostigmat Ser II	F4.5	6″	no	45.00	21.50
42J	Dallmeyer Cine	F1.5	1″	no	75.00	43.00
42K	Dallmeyer Cine	F2.9	2″	no	75.00	43.00
44B	Cine Kodak	F4.5	3″	no	38.50	27.50

KODABROM

IS DISTINCTLY DIFFERENT

IN quality, convenience, and economy, Eastman's new enlarging paper, Kodabrom, has distinct advantages that every photographer can appreciate. Its gradation quality and rich black tone give prints of great brilliance; rapid development makes it as easy to handle as a contact paper; wide latitude in exposure and development reduces waste, while physical hardening simplifies processing and drying. Made in seven grades, each in four stable contrasts. Place an order today. Eastman Kodak Company, Rochester, N. Y.

KODABROM

FOR FINER COMMERCIAL ENLARGEMENTS

ANNOUNCING

EASTMAN

SUPER PANCHRO-PRESS FILM

As the name implies, this new film has the speed for shots that would be impossible to make with Panchro-Press or other fast films. But it has much more than speed. It has balance—is not harsh—develops normally, but will build up additional detail with prolonged development. It also has desirable physical qualities—lies flat and is not subject to abrasion.

For difficult assignments under most unfavorable light conditions, day or night, use Super Panchro-Press Film. Eastman Kodak Company, Rochester, N. Y.

EASTMAN

SUPER PANCHRO-PRESS FILMS

FOR BETTER NEWS PICTURES

THE

FOCUS

Published Monthly in the Interests of Professional Photography

VOL. XIV JUNE, 1938 No. 6



THE SMALLEST FLASH BULB

(See page 5)

CALIFORNIA
LIBRARY
JUN 27 1938
SCIENCE
CITY OF LOS ANGELES

Published by

HIRSCH & KAYE
SAN FRANCISCO



DEFENDER FILM
X-F PANCHROMATIC

From a print on
Warm Tone Proof
Paper (Defender)

THERE'S no real satisfaction in simply meeting competition - the alert aim to keep ahead of it.

For those photographers who *compete in quality*, who are never satisfied, who always know they can do a little better than their best, the prescription reads — DEFENDER FILM.

For description
of the eleven
DEFENDER FILMS
write for the
DEFENDER BOOK

Color!
DUPAC TRI-PAC
3-COLOR NEGATIVE ASSEMBLY
TRI-COLOR FILM COMBINATION

DEFENDER PHOTO SUPPLY COMPANY, Inc.

ROCHESTER, N. Y.

THE FOCUS

Prepared and Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE

239 Grant Avenue, San Francisco

The Largest Independently Owned Photo Supply House in the West

VOL. XII JUNE, 1938 No. 6

Introducing—



JOHN T. SNELSON . . . . *Pendleton, Oregon*

Being a native of Missouri, Mr. Snelson is willing to be shown. His parents migrated from Kentucky where his father was a building contractor, and no doubt erected many of those homes we visualize when we sing of "The Old Kentucky Home." As a boy he attended school in Nevada, Missouri, but later when the family moved to South Carolina, he finished his education in Charleston. Proximity to the sea developed an early ambition to be a sea captain.

About 1912 he purchased his first camera, a 4x5 plate camera, of which he made good use until he changed to a Graflex. In 1928 he became a pioneer in home movies. Today he is the owner of Snelson's Camera Shop in Pendleton, Oregon, where he carries the most complete line of photographic equipment and merchandise found in any small town in Eastern Oregon. He likes photography as it enables him to make commercial use of his hobby.

As a side line he operates the Troy Model Cleaners and the Troy Laundry, located in Pendleton. As we have previously mentioned, Mr. Snelson is willing to be shown and has an open mind to any legitimate and worthwhile enterprise. He is Past President of the Pendleton Kiwanis Club and has affiliation with the Elks and the Masons.

He is happily married and has two sons, a boy of 10, and another 13 years old. His interest in personal motion pictures has never diminished and that explains his membership in the Amateur Cinema League. The picture we publish is a self-portrait with a Rolleiflex.

←⁂→

"Dad"

He may wear a last year's hat, his finger nails may need manicuring, his vest may hang a little loose, and his pants may bag at the knees, his face may show signs of a second day's growth, and the tin dinner bucket he carries may be full of dents and doughnuts, but don't you call him "the old man." He's your father.

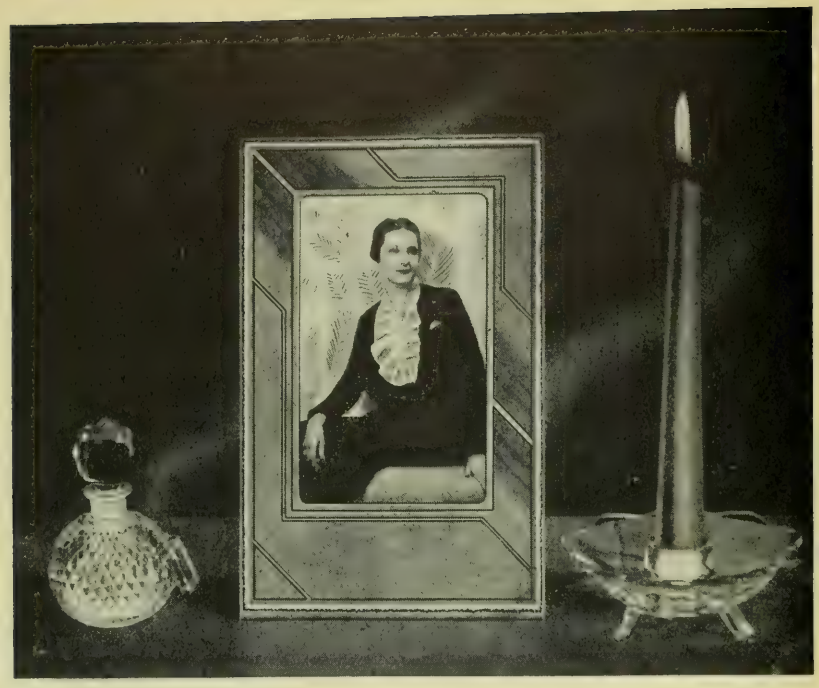
For many years he has been rushing around to get things together. Never once has he failed to do the right thing by you. He thinks you are the greatest boy on earth, bar none, even though you plaster your hair back, wear smart clothes, smoke cigarettes and fail to bring home a cent. He is the man who won the love and life partnership of the greatest woman on earth—your mother.

He is "some" man, and not "the old man." If you win as good a wife as he did, you will have to go some, boy!

←⁂→

Next Month

Vacation time is again with us and Jerry has very graciously consented to see that the July issue of "The Focus" will be prepared. With a mingled feeling of fear and confidence we will give Jerry the July folder, so watch for the next edition.



● Modern to the minute . . . *Gross* Mountings are banner bearers of style standards. They represent real as well as visual values. Resplendent styles that capture popular imagination. *Gross* Mountings are so designed that your public will choose them and bring you enduring prestige . . . Let us send you an illustrated circular describing them.

If you do school work, state size, type and price mountings you use.

THE GROSS PHOTO SUPPLY CO.

MANUFACTURERS • TOLEDO, OHIO

New Super Flash Bulbs

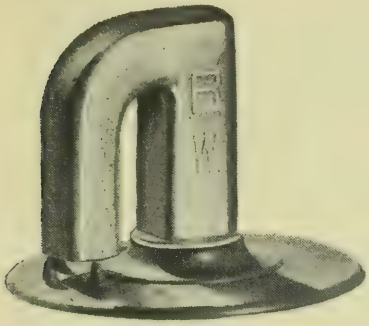
A tiny new flash bulb no taller than a pack of chewing gum has just been announced by the Wabash Photolamp Corp., Brooklyn, N. Y. The new peanut size, designated as Superflash No. 0, is about 30% smaller than the smallest flash bulb made to date. Its total light output approximates 22,500 lumen seconds, which is more than ample illumination for open and shut shots with average films, as well as synchronized speed shots with faster films. As is characteristic with all superflash bulbs, the new No. 0 has the same wide-peak type of flash made longest at its brightest point for assurance of positive synchronizing. Also announced is another new superflash bulb designed for practically every requirement of press photography and candid camera use. "Special Press 40,000" as this new size is called, is only slightly larger than the standard Superflash No. 1. Its total light output is 40,000 lumen seconds, produced in a wide-peak flash of great intensity and power to penetrate distance and cover wide areas. Timing and flashing characteristics are said to be closely controlled within precision limits to assure positive uniformity from bulb to bulb and perfect foolproof synchronizing even at highest shutter speeds. The manufacturers advise that the new bulb's extra wide peak of illumination and longer duration of flash make it ideal for use with focal plane cameras, such as Contax, Leica, Exakta, etc., since the longer flash peak allows maximum illumination to flood the subject photographed during the full time that the focal plane curtain is travelling across the negative.

Both new superflash blubs are identified by the blue safety spot as well as by the exclusive use of all-wire hydronalium fluff inside the bulb. Both also incorporate the quick-break superflash type of filament first employed in flash bulbs on the original superflash sizes Wabash put out over a year ago. The manufacturers further announce that their Superflash No. 1 size has been stepped up to 30,000 lumen seconds total light output, a full one-third more illumination than produced by any flash bulb of corresponding small size

SUPER FLASH BULBS

No. 0	No. 1	Spl. Press	No. 2	No. 3
22,500	30,000	40,000	60,000	140,000
lumen seconds	lumen seconds	lumen seconds	*lumen seconds*	*lumen seconds*
1/30 of a second	1/25 of a second	1/22 of a second	1/20 of a second	1/14 of a second
Price 16c	Price 20c	Price 20c	Price 25c	Price 60c
140 to a case	120 to a case	120 to a case	100 to a case	48 to a case

HIRSCH & KAYE, *Distributors*



AUTOMATIC HYPO DRAIN

ABSOLUTELY AUTOMATIC in operation, this revolutionary print and film washer requires no adjustments or special hose connections. Simply place the Automatic Hypo Drain over the drain in any sink, bathtub, washbasin or laundry tub and turn on the faucet. It maintains a constant water level by means of its automatic, self-starting syphon action.

Hypo, being heavier than water, settles at the bottom of the wash tank. NO OTHER WASHER ON THE MARKET actually removes this Hypo-laden water, except by the slow process of dilution. The Automatic Hypo Drain draws off all Hypo as fast as it accumulates and thus, by actual test, washes your prints and films absolutely free of Hypo in 40% of the time.

Manufactured of highest quality alloy, resistant to all photographic chemicals and absolutely unbreakable.

Price $2.25

Dealers' orders invited

KEYSTONE PICTOGRAPH

For projecting drawings—pictures—postcards in original colors.

- Has Front Surface Mirrors for accurate optical reflection
- Has 2 Tubular 135 Watt Projection Bulbs
- Picture Holder with adjustable guides for pictures up to 4¾x5½"
- Has Ventilation Provision
- Will project 48-inch pictures
- Has Carrying Handle
- Crystal Bronze Finish. Size 11⅝x 10½x11¼" high
- 3½" Double Element Projection Lens
- Projects pictures and reading matter correctly



Model No. 441

$16.50

Usual Keystone Prices to Dealers

Code Adopted by New York Photographers

SEEKING to clarify relations between agencies and producers of advertising photographs, the Society of Photographic Illustrators, Inc., this week adopted a code of ethics in an effort to "correct some extremely bad practices, detrimental to the interest of both." The entire membership of the society, including most leading advertising photographers, pledged faithful adherence to the code, according to Grancel Fitz, president.

The code provides that the illustrator must carry out expressed instructions of the authorized buyer or waive recompense, but that he cannot be expected to know the views of others unless they are conveyed by the authorized buyers.

The code also provides that upon completion of a picture according to instructions, the illustrator is entitled to receive the full amount agreed upon for the work. If changes must subsequently be made to fit new specifications the illustrator is entitled to extra compensation.

The code quotes from the standard practices of the American Association of Advertising Agencies that "an artist should not be expected to stand any loss due to poor judgment on the part of the agency," and "there is no more reason why an artist should pay for agencies' mistakes than for an agency to pay for an artist's mistakes."

The code also provides that the buyer shall compensate the illustrator for any work done on a picture which is started but ordered stopped. Another stipulation declares that "any agreement to cut the price of one picture, with the understanding that the illustrator may add the amount to bills for future work, must be considered an unfair practice."

"Speculative work, ordered from an illustrator by an agency with the understanding that it will not be paid for if not used by the client," is deemed detrimental to the interest of both illustrator and advertiser.—*Advertising Age.*

←⁂→

The New Eastman Printer No. 5

HANDLING 5x7 or smaller film and glass negatives, the Eastman Printer No. 5 has several noteworthy features.

A masking device, consisting of four metal strips operating on square rod tracks, allows for 2½-inch white margins. These masking strips, held in place by set screws, can be quickly adjusted to handle the very smallest negatives just as easily as full 5x7.

Four 25- or 40-watt lamps at the base of the printer provide the printing light, which is diffused by a ground glass located below the printing bed glass. A ruby lamp at the center burns continually during operation.

A well-designed platen consisting of two hinged sections is covered with a moulded rubber pad. When the handle is lowered, the platen locks and snaps on the printing lights. A finger release unlocks the platen and turns off the lights.

The Eastman Printer No. 5 will do a workmanlike job on your smaller contact prints. Finished in battleship gray, complete with ruby lamp, cord and plug (printing lamps not supplied), it sells for $32.50

←⁂→

Eastman Film Developing Clip, 5-Inch

In 1934, 5-inch Eastman Film Developing Clips were discontinued. Since that time, there has been a renewed demand for these clips; and they will, therefore, be regularly supplied as follows:

Eastman Film Developing Clip,
5-inch, per pair.....50c list

FALCON MINIATURE

THE LOWEST PRICE "CANDID TYPE" CAMERA, USING STANDARD FILM



BRIEF SPECIFICATIONS:

- Equipped with Wollensak Minivar 50 mm. lens.
- Fixed focus—no guesswork—extremely simple to operate.
- Stops for time exposure and snapshots.
- Latest "Spyglass" eye-level view finder.
- Compartment in camera for reserve spool of film.
- USES STANDARD KODAK 127 or AGFA A8 FILM and PRODUCES 16 PICTURES ON ONE ROLL OF FILM.
- Takes sharply detailed pictures that make good enlargements.
- Sturdy Neilite case in Ebony Black. All exposed metal parts are chrome finished and the front plate is etched in chrome and Ebony Black enamel.

FALCON MINIATURE is entirely made in U. S. A. and unconditionally guaranteed for 12 months. Simple instruction booklet is enclosed with each camera.

RETAILS AT $3.98

Dealer prices on Falcon Cameras are attractive.

MANY HAVE ORDERED—HAVE YOU?

New Weston Exposure Meter



Another model of Weston Meter is announced. The new Model 850 is not as universal in its scope as the popular Model 650, but is simpler in use and will give very accurate exposure information. The calculator is simplified and is made as part of the scale plate and the reading is equivalent to that obtained on the larger meter for a normal reading. The new meter will fit in your pocket as readily as a package of cigarettes and is sure to be popular among amateur and professional photographers.

Model 850 Weston Exposure Meter	$15.50
Carrying Case	1.00

Dealer orders invited

Graflex Catalog

The new Graflex Catalog is ready for distribution. It is more than a catalog. The book contains a refreshing amount of detailed information about Graflex and Graphic equipment, as well as numerous useful accessories. Throughout the catalog you will find many outstanding photographs selected from thousands that were available. Anyone interested in the purchase or use of a Graflex or Graphic Camera is invited to ask Hirsch & Kaye to send a copy of the catalog.

No. 448 Kodak Film Convenience Assortment

This new assortment of 84 rolls of Kodak Verichrome Film in five of the numbers in most active demand, includes, without extra charge, a colorful sleeve-covered container which acts as counter display and dispenser.

Measuring 9½x3½ inches, and 22 inches high, the container carries a reproduction in color of the Kodak Summer Girl. The design of the dispenser, permitting kodak film cartons to feed out at the bottom, renders the film stock semi-theftproof.

Packed for shipment, the No. 448 Kodak Film Convenience Assortment weighs 10 pounds.

Each No. 448 assortment includes the following:

2 doz. V116 Kodak Films	$ 8.40
2 doz. V120 Kodak Films	7.20
1 doz. V616 Kodak Films	4.20
1 doz. V620 Kodak Films	3.60
1 doz. V127 Kodak Films	3.00
	$26.40

Usual kodak film discounts apply.

For Sale

Studio in Wyoming

Only studio serving ten towns in two valleys. Well equipped to handle portrait and photo finishing. Commercial work available if you go after it.

Reason for sale, failing eyesight.

Box 2398 THE FOCUS

Gone Fishing

Again we remind our readers of the importance of sending their communications addressed to the firm rather than to individuals. This is important at all times, but especially important during the vacation season, when the person you wish to reach may be away for some time.

These Three Views WITH 1 LENS

Series Ia Velostigmat









. . . WITHOUT MOVING THE CAMERA

Take shot (A) with Doublet. Take view (B) with Rear Element, alone. Then—same position—take view (C) with Front Element, alone. This Wollensak Triple-Convertible Velostigmat Series Ia gives larger images—finer perspectives—grand telephoto effects. Great for long range outdoor work. Single elements and doublet fully corrected—negatives are clear, sharp. Speeds *f*6.3 to *f*7.7. Have one this Summer.

★WRITE FOR FREE BOOK



WOLLENSAK OPTICAL CO.

ROCHESTER, NEW YORK

WOLLENSAK

Photographic Enlarging

A REVISED and up-to-the-minute edition of Franklin I. Jordan's well known book, "Photographic Enlarging", is now off the press. The new edition is priced at $2.50—a materially lower price that indicates the publisher has passed on to the consumer the savings that were effected in reprinting this popular volume.

In the new edition of this book the same high quality of workmanship, paper stock and binding that made the initial volume an honest $3.50 value has been maintained throughout. Containing 224 pages, comprising 19 chapters, which cover every phase of enlarging work, 75 illustrations, most of which are salon-winners, and a 19-page appendix of helpful hints, tables and formulæ, "Photographic Enlarging" is regarded as a sound and comprehensive reference book by thousands of photographers.

Enlarg-or-Printer

MINICAM workers, already well familiar with the Graflex Enlarg-or-Printer, which is an enlarger, contact printer and retouching desk all in one, will welcome a new condenser and air circulator combination now available for this versatile darkroom unit.

In making enlargements from 35 m/m negatives, many hobbyists have expressed an interest in a condenser for the Enlarg-or-Printer so that they might combine high-speed production with the Enlarg-or-Printer's many exclusive features. The condenser unit now available has a combined focal length of 2¼" and will adequately cover this size miniature film. When used in the Enlarg-or-Printer, it concentrates the light supplied by the No. 1 Photoflood lamp used, permitting shorter exposures and stepping up tremendously the speed with which enlarged prints and big enlargements can be made.

The motor-driven air circulator supplied with the condenser unit rapidly disperses the heat that attends the use of the condenser. By circulating the air and keeping the entire unit cool, it not only safeguards even the densest negative during long exposures but prolongs the useful life of the lamp. The condenser and air circulator may be installed or removed from the Enlarg-or-Printer at a moment's notice. The two items are supplied by the Folmer Graflex Corporation as a combination. Price for both, $35.00.

Agfa Film Packs

NOW MARKED WITH NUMBERED EXPOSURES

ARRANGEMENTS have been made to mark the individual films of all Agfa film packs with consecutive numbers from one to twelve, corresponding to the number on each film tab. This feature provides an added convenience for film pack users as it provides positive, yet simple, identification of every film pack negative. All Agfa Superpan Press film packs carry this numbering. Similarly marked are all Agfa Super Plenachrome film packs with an expiration date of April, 1939, or later, and all Agfa Superpan film packs with an expiration date of January, 1939, or later.

PRINTOMETER

ELECTRIC EXPOSURE METER for PRINTS

FOR CONTACT PRINTS OR ENLARGEMENTS—

Perfect prints every time—enlargements or contact—with this new Printometer Print Meter. It provides a definite, unfailing guide to correct exposure in both projection printing and contact printing. Not only does it indicate the correct exposure time—it also indicates the contrast grade of paper to use to produce a brilliant, sparkling print. The Printometer operates on the principle of matching a known light value with that of an unknown light value. By taking a reading from a thin portion of the negative—and a second reading from a dense portion of the negative you get a reading that covers the full tone scale of the negative. By printing the negative on a grade of paper that covers this tone scale, you will secure a print of full tone scale—one that reproduces all the fine gradations of the negative from a brilliant highlight to a rich, lustrous black.

PERFECT PRINTS

By perfectly matching the grade of paper you use with the negative—you get your nearest approach to a perfect print. Only by using a paper having a tone scale equal to that of the negative can you bring out all the fine gradations—the complete range of tonal values that identifies a perfect print. And remember, your ability as a photographer is measured by the final print.

SAVES TIME AND PAPER

With the Printometer you have a definite, accurate means of timing exposures—selecting the correct grade of paper, etc. When dodging is resorted to, the instrument will indicate the added exposure time necessary to secure the desired result. It is no longer necessary to run test strips. The Printometer is quickly paid for in the paper it saves. Complete with operating instructions.

Price $12.50

New!

A 6 HOUR, 38,000 LUMEN PHOTO BULB WITH SILVERED REFLECTING SURFACE

Just Turn It On . . . . No Reflector Is Needed . . . .

An innovation in photolamp design. The bulb with its silvered inner surface acts as its own reflector. The powerful light emission is properly color balanced—rich in blue—making it ideal for use with our modern high speed films. The silvered reflecting surface reflects the maximum amount of light, making for higher operating efficiency. Operates in any standard socket—eliminating the need of reflectors, extra fixtures, etc. Its powerful 38,000 lumen light emission permits its use as the main light source in portraiture, home movies, etc., and, when operated in banks of two or three sufficient light is produced for full figures, small groups, etc. Lamp measures 6½ inches long by 4 inches wide.

- 500 WATTS
- 6 HOUR LIFE
- 38,000 LUMENS
- ECONOMICAL

Mushroom Bulb $1.00

Dealer orders invited

What Is "F"?

WHEN we speak of a lens as having a speed of "F4.5," what do we mean by "F"? and by "4.5"?

That "F" is merely an abbreviation for the word "factor." And "factor" means the answer to a little simple example in plain arithmetic. You get it by dividing the free aperture into the distance between lens and film. In making this measurement, you focus on infinity (objects 100 ft. or more away).

Example:—Free aperture, 2"; distance from lens to film (when focused on objects 100 feet or more away), 6". We divide it thus:

$6 \div 2 = 3$

So this lens, we find, has a speed of f3. Other examples: free aperture, 1"; distance from lens to film, 2"; 1 divided into 2 gives 2 for the answer, so the speed is f2. Again, free aperture, 2"; distance of film from lens, 9"; lens speed f4.5 (that is, 9 divided by 2).

Fastest possible speed, theoretically is f½ (f.5). This is supposed to occur if the lens is a perfect sphere and the film actually touches the glass. But, wow!—the cost of correcting such a lens! If you could do it at all! Still, lenses of f.9 have been made. They are extremely high-priced, for special uses.

How to Expose Kodachrome

This is a twelve-page booklet, pages laminated with Kodapak, durably and attractively bound, approximately 3x 4⅝ inches in size, so that it can be conveniently carried in a vest pocket, or in any carrying case for Cine-Kodaks or Kodaks, except field cases.

"How to Expose Kodachrome" contains complete information covering exposure for regular as well as Type A Kodachrome in all types of daylight. It also provides information covering exposure on Kodachrome with Photoflood and Photoflash lamps.

This guide is suitable for use with all still cameras and home movie cameras in which Kodachrome can be used.

"How to Expose Kodachrome"..$ .50

New Convenience
In Processing X-Ray Films

NOW Eastman introduces a Concentrated X-ray Developer and a Concentrated X-ray Fixing Solution, to simplify processing of X-ray films—to eliminate mess in mixing solutions.

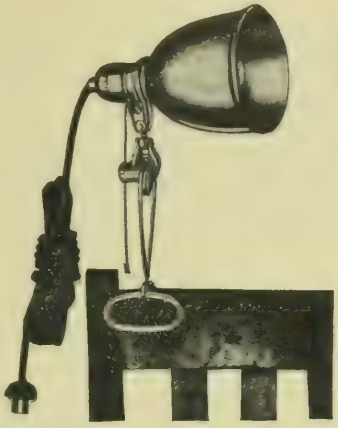
All that is necessary to prepare ready-to-use developer solution is to dilute the Concentrated Developer with three parts of water. The fixing bath is made by merely diluting the Concentrated X-ray Fixing Solution with three parts of water and adding the Concentrated Hardening Solution.

Along with this time-saving convenience these new concentrated processing solutions bring you all the advantages characteristic of Eastman X-ray Developer Powders and Eastman X-ray Fixing Powders. They are carefully compounded from Eastman Tested Chemicals, which assures proper balance between reagents—uniform action—long life.

Eastman concentrated processing chemicals are supplied in quart bottles, as liquids that make one gallon of solution. The entire volume may be mixed at once or smaller quantities used as desired. They are economically priced, yet assure the highest quality radiographs commensurate with the film and exposure technique employed. Switch to these new Eastman products today and save.

Eastman Concentrated X-ray Developer $1.00

Eastman Concentrated X-ray Fixing Solution.....$1.00



Number 300 Concentrating Photo Flood Reflector

There have been various types of reflector designed for use with Photo Flood Lamps, and they all serve a definite purpose. A new type is now available which is sure to become a most popular item if we may judge by orders already received.

Quite often you have call for a relatively small and inconspicuous but nevertheless powerful reflector for back lighting and for local use. The 202 Reflector is designed to take care of this need.

The reflector is supplied with 9 feet of rubber-covered cord and an efficient spring clamp at the socket. The reflector is of unusual design in that it measures only 4¾ inches in diameter with depth of 5 inches. While it does not cover the wide area of the average type of reflector, it is not a reflector of the spotlight type. It is a flood light intended for local areas.

You will want one or more of these reflectors because nothing like it has previously been offered to meet the conditions which frequently arise.

300 Reflector for Standard Photo Flood Bulbs.....$1.50

(Formerly known as No. 202)

Dealer orders invited

VICTOR NEGATIVE ALBUM

The Victor Negative Album, number 200, will receive negatives up to and including 9 x 12 cm. or 3½ x 4½ inches. The album is made of serviceable black leather and consists of 10 individual pouches, each distinguished by a letter. In each pouch is placed an arrangement of 10 individually and consecutively numbered glassine transparent negative preservers hinged at the bottom. An indexed card with spaces for 100 entries enables one quickly to find any desired negative. The most original and most effective negative album made.

Price, No. 200 . . . . $1.50

Victor Negative Album for 35 mm. film

$3.00

STOLEN

Following is a list of merchandise stolen on, or shortly before, May 30 from the Eastman Kodak Stores, Inc., Portland, Oregon:

1—Leica Camera, Model F	No. 161413
1—Leica Camera, Model G	No. 183999
1—50mm. Summar F.2 lens	No. 214991
1—50mm. Summar F.2 lens	No. 207562
1—Contax, Model III	No. 88869
1—Contax, Model II	No. 87932
1—50mm. Sonnar F.2 lens	No. 1755195
1—50mm. Sonnar F.2 lens	No. 2018534
1—7x B&L Prism Binocular	No. 206291
1—8x30 B&L Prism Binocular	No. 229136
1—8x Marel Prism Binocular	No. ———
1—7x42 Hensoldt Binocular	No. 280572
1—8x30 Hensoldt Binocular	No. 282185
1—Zeiss Binoctem Binocular	No. 1727473
1—Deltrintem Binocular	No. 22092
1—Sportur Binocular	No. 1730795

If any items in this group are offered to you, please communicate with your Police Department or with Eastman Kodak Stores Inc., 709 S. W. Washington Street, Portland, Oregon.

Close!



Clyde Sunderland, popular Oakland commercial photographer, holds a reserved commission in the Navy Air Corps. In his capacity as a Navy flier, and as a leading aerial photographer, he received numerous assignments, one of which might have ended disastrously.

Early in the month of May he received an assignment to photograph the China Clipper in the vicinity of the Farallone Islands. A private plane was rented for the purpose. Shortly after this plane had left the Oakland Airport the attendants discovered that they had left the cap off one of the wing tanks. The result was a considerable loss of gasoline because of the various motions of the plane.

The plane carried no radio and there was no way to indicate the eminent danger. The Clipper ship was notified by radio but the pilot of the private plane did not understand the signals the Clipper ship pilot gave him. Officials held their breath and were much relieved when the private plane landed at the airport—without gas. The desired pictures were not obtained.

* *

Mr. Kellogg of Palo Alto called on us early this month to enlist our cooperation in finding a competent printer. His son graduated from Stanford University and promptly left for the Firestone Tire Company plant in the East for training. He had been selected by the company prior to his graduation.

* *

Photographers who plan to have new letterheads printed would do well to include an invitation to attend the Exposition and in this way carry the message to their friends and business connections.

"Sussman Mounts are Paramount"



VAUGHN EASELS

Here's another of the NEW 1938 STYLES, which the SUSSMAN CO. is offering through your dealer. When you use this line, you are not only getting the best that is to be had in stocks and workmanship, but in fine styling, and in addition, this line is made in the horizontal sizes, in the sizes which will help you to use just one line for your entire school work.

Gloss Coated Stocks — Serrated Edge Underlay
Gray and Silver — Neutral and Gold
3-Piece Slip-Under Easel
Large Outside Sizes

Outside Size	*Print Size*	*Price per 100*
4 7/8 x 6 5/8	3x4	$ 6.00
5 3/8 x 7 5/8	3x5	7.50
6 7/8 x 6 1/8	5x3 GR.	8.00
6 1/8 x 9	4x6	9.00
7 7/8 x 6 3/4	6x4 GR.	9.50
7 1/8 x 10 1/8	5x7	10.00
8 7/8 x 7 5/8	7x5 GR.	10.50

BRANDON EASELS

Modern technique, expertly applied, is evident in this new line of easels, which represents just one of the new, fine lines which the SUSSMAN CO. is offering to the photographic trade for the NEW SEASON OF 1938.

Gloss Coated Stocks — Serrated Edge Underlay
Oversized
Gray and Silver — Neutral and Gold

Outside Size	*Print Size*	*Price per 100*
4 7/8 x 6 5/8	3x4	$ 6.00
5 3/8 x 7 5/8	3x4 1/2	7.50
6 1/8 x 9	4x6	9.00
7 1/8 x 10 1/8	5x7	10.00



Manufactured by A. SUSSMAN & CO., Philadelphia, Pa.

Remember . . .
We will sell you ***any*** quantity of these mounts in any size.

Order from
HIRSCH & KAYE

IN STOCK FOR IMMEDIATE SHIPMENT

WESTON THERMOMETER



The illustration shows how the thermometer is used. The dial is 1¼ inches in diameter and the needle quickly registers the slightest change in temperature. The case is 5½ inches long and the thermometer need not be immersed more than 2 inches in order to obtain an absolute reading. The scale is graduated from zero to 220° F. Laboratory workers whose processes require precision accuracy will find the Weston Thermometer the most convenient to use and the most dependable to read.

Weston Thermometer, No. 72b $6.11

Shasta

The name "Shasta" comes from a Russian word "Tchasta" which means where it gets warmest. The Russians in the early 1800's explored Northern California, finding there Indians who called Mt. Shasta [illegible] and many of the early explorers from Europe about the volcanic mountain met with the Russian name "Tchasta".

—::—

Notice

The following developers are [illegible] by discontinued:

D-71
D-71R
D-71b

It is recommended that DK-71 and DK-71R be used in place of D-71 and D-71R; and DK-81 be substituted for D-76.

—::—

For Sale or Lease

Well equipped Portrait and Commercial Studio in the heart of Portland. Cheap rent. The old established Collins Studio. A fine opportunity for man and wife. For full information write C. M. Collins, 821 W. 6th Street, Eugene, Oregon.

Kalkhoff Amidol

Photographers who use an Amidol formula for enlarging paper should remember that Amidol is now supplied in the packs of Mallinckrodt products. It is available from your old supplier in the convenient, powder form. Specify MCW on your next order for Amidol.

—::—

If you have a friend worth having
Love him, yet not to his blame.
Else you lose him, or make a coward
Then he loves with equal shame.
He should guild with pure [illegible]
Of a friend's sin as a shame.

—::—

Gold Pencils; Silver Pencils

Several months ago we announced [illegible] with a filler that would not [illegible] you to write in black or white. That announcement led to [illegible] that Sable Pencils are filled with a hard substance which is [illegible] to a fine point. The Sable [illegible] is therefore excellent for [illegible] a fine line on your negatives [illegible] for opening portraits. They are [illegible] at 25 cents for either gold or silver [illegible] will also have pencil pad [illegible]



SULFITE

MINUTE, uniform crystals, sparkling as diamonds, Mallinckrodt Sodium Sulfite, Anhydrous Photo, dissolves quickly and makes clear solutions. It is a worthy member of the Mallinckrodt Line of Photo-Purified, Chemically and Physically Perfected, free-pouring chemicals. When you order, specify definitely "Mallinckrodt."

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CHEMICAL WORKS
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Wonderlite Opal Enlarging Lamps

THE Wonderlite Company has placed on the market a series of new enlarging bulbs. These bulbs are radical in design and have been developed for the sole purpose of making them more adaptable to the present enlargers on the market.

Wonderlite opal enlarging bulbs are made of a special bone potash glass. This gives the highest quality of diffusion possible. The structure of the glass is such that diffusion takes place throughout the entire cross section of the glass and not merely on the surface.

The use of Wonderlite opal enlarging lamps reduces the possibility of grain trouble.

Wonderlite opal enlarging lamps are made with the same special process used in manufacturing all Wonderlite photoflood lamps. Thus, a minimum life of 300 hours is assured with very slight blackening.

The radical change made in the Wonderlite opal enlarging lamps is chiefly in the size of the bulbs used for the various wattages. The 75-, 100- and 150-watt lamps are all the same size which size is comparable with a standard 50-watt lamp. The 200-watt is comparable in size to a standard 100-watt, the 300-watt with a standard 200-watt and a 500-watt with a standard 300-watt.

This is of tremendous importance to the miniature camera user. Many enlargers are made to accommodate only a small size bulb. For instance, where one is working on a 3x5 enlargement, his enlarging lens is approximately eight or nine inches above the paper. In this case he can step down to F6.5 or F8. and will have plenty of light to get good detail and speed. Now, if this same negative is to be enlarged to 11x14, as the lens of the enlarger is raised far above the paper, it is necessary to work with the diaphragm wide open and to give a long exposure, which in many cases causes fogginess and loss of detail. With the new Wonderlite opal enlarging lamps, it is merely necessary to replace the 60-watt lamp with the 150-watt lamp and continue working under the same conditions as when making 3x5 enlargements.

The Wonderlite Company, realizing that many photographers are now using contact paper with their enlargers, are using the same opal glass to make a five- and ten-hour opal flood of high intensity. By using this bulb in enlargers, many people are getting good results when working with contact paper.

Wonderlite Enlarging Lamps—Opal

Watts	Volts	Bulb Size	Std. Pkg	Price
75	105-120	A21	120	$ .40
100	105-120	A21	120	.45
150	105-120	A21	120	.60
200	105-120	A23	60	.95
300	105-120	A30	30	1.50
500	105-120	A35	24	2.00

Gevaluxe
Velours

THIS new, *patented* paper is so totally different from any other that it beggars description. To appreciate its revolutionary character, you must inspect an actual print, and see for yourself the extraordinarily stereoscopic effect which Gevaluxe lends to a picture. Prints may be seen at Hirsch & Kaye's, San Francisco.

The Gevaert Company of America, Inc.
6368-70 Santa Monica Boulevard
Los Angeles
New York—Chicago—Toronto

Hirsch & Kaye carry all Gevaert Products

Photographers' Association of America Announces Additional Features for 1938 Chicago Convention Program

IN earlier issues we have reported twelve of the program features already decided upon for the 51st Annual Convention of this 58 year old association, to be held at the Hotel Stevens, Chicago, Ill., from August 22 to 26, inclusive. Now we learn of three more and still we are informed that the program remains a long way from completion. For the commercial program the services of Harry J. DeVoe, now head of the Photographic Department of the Westinghouse Electric & Manufacturing Company, Mansfield, Ohio, have been secured and we will present a talk and demonstration entitled "Commercial Photography for the Average Studio." This will be his first return to convention platforms after a lapse of several years. To the portrait program is added Frank S. Hinkins of Detroit, Mich., who will discuss in two or more sessions "A System of Photographing Babies in the Home as an Addition to Studio Business." In this he will be assisted by Mrs. Eva L. Briggs, who, as previously announced, will also conduct the four morning Reception Room Clinics. Mr. Hinkins and Mrs. Briggs have built up a considerable business through their methods and have maintained it successfully despite the peaks and valleys of the country's prosperity. Another addition to the portrait program is Dr. Theron W. Kilmer, New York City, who, starting in with photography as a hobby, has attained a considerable reputation as a portraitist of men. He will offer a demonstration entitled "The Photographic Portraiture of Men," preceded by a short talk. Dr. Kilmer was the high-light of the Philadelphia convention of the P. A. of A.

As a part of the entertainment program, George J. Kossuth, Wheeling, W. Va., will present 1600 feet of motion pictures, many in color, of the famous Williamsburg Restoration, which has already received much newspaper and other publicity. Both from a photographic and entertainment standpoint, this will be unusual. With the rest of the program already well in hand, more about the entertainment features will be announced in the near future. Shortly after this appears, also, every professional photographer in the country will receive the Rules and Regulations for the picture exhibit. The association has ordered enough new screens to double its handsome showing of last year, its investment in these alone now being close to $2,500.00. In the picture exhibit, Merit Certificates will be awarded for all prints hung, in accordance with the association's Merit System. In addition, extra merits will be awarded for those 100 prints selected for the Traveling Loan Collections. Finally, the two juries will select the best 26 portraits and the best 26 commercial prints, which will be reproduced and printed in a handsome plastic bound book of a type that would cost anywhere from $2.00 up on the open market. This book will be sent to all members within sixty days after the convention, and will be available to members only, as it will not be placed on sale. The remaining booths in the manufacturers' and dealers' exhibit—only ten are now left out of 150—will be sold before long. Already the exhibit is beyond question the largest ever to be held in this country.

THE PHOTOGRAPHERS' ASSOCIATION OF AMERICA
CHARLES ABEL, *Executive Manager*
Caxton Bldg., Cleveland, Ohio

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Photo Retouching and Art
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714 HEARST BLDG. SAN FRANCISCO

STERLING TANK OUTFITS
SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.
STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



2 SIZES
12, 19 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
COMPACT
DURABLE
EFFICIENT.

The best by test.

PAKO AIDS

PAKO FILM CLIPS are strong, heavy, serviceable clips—amply wide to minimize film curling — extra large jaw opening for easy loading—an adequate supply kept handy will speed up service and improve the quality of finished work—plated brass for low initial cost, $16.50 a gross—stainless clips for long life, $30.00 a gross.

PAKO "ALL PURPOSE" WEIGHT RINGS are made of durable, highly polished, acid resisting metal — used for holding down Leica, Contax or other films when doubled in the tanks. They may be used horizontally on wide film, or vertically on narrow film—this feature makes them doubly convenient wherever films of various sizes are processed—per dozen, $3.60.



ANY ANGLE!

Take pictures from any position—get sharp focus shots of things on the move—wriggle into cramped quarters after a tough one. You can do it with a Kalart Synchronized Range Finder installed on your new or used 2¼x3¼, 9x12, or Speed Graphic camera.

The Kalart Range Finder gives your camera the automatic focus and convenience of an expensive minnie . . . and you still retain the advantages of man-size negatives.

Model K, $20.50 installed, now available for 36 different 2¼x3¼ and 9x12 camera and lens combinations. Model G, $27.50 installed for 2¼x3¼, 3¼x4¼, and 4x5 Speed Graphics. $32.50 special installation for 5x7 Speed Graphics and 9x12 Linhof cameras. Adjustable for different focal lengths.

The KALART Synchronized RANGE FINDER

•

HIRSCH & KAYE
Distributors

U. S. CAMERA

- 210 pages of the finest photographs in America.
- 18 pages in full color.
- The pictorial history of photography—from the time of Daguerre through 1875.
- The best news pictures of 1937.
- The most remarkable scientific photos ever shown.
- Cover by T. M. Cleland, one of America's greatest designers and artists.
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U. S. Camera 1937 is the third edition of the original pre-eminent American photo annual and the most exciting, satisfying and beautiful of all U. S. Cameras. U. S. Camera 1937 is unquestionably the finest book of its kind ever offered in this country—YET THE PRICE IS ONLY

$2.90



. . . GRIPPIT, a special adhesive that holds with a sinewy grip, yet cannot wrinkle paper. New larger tube, 25c

We concentrate on this one business, photo supplies. You can buy anything you need from one dependable firm.

Try the Stock House First

Here is a Winning Combination to obtain Child Portrait Business

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The KINDERGARTEN Folder for the single portrait.

The COMBI-MAT for a pleasing combination of portraits of the children—COMBI-MAT is ready for framing.

Become acquainted with this combination. Samples of the KINDERGARTEN and the 4 x 6 COMBI-MAT for 15 cents.

Send for Sample Offer C

EASTMAN KODAK COMPANY

[TAPRELL LOOMIS DIVISION]

CHICAGO, ILLINOIS

Jerry's Corner



By Himself

The editor is worried.

He wanted to run the picture you see on the front cover, and now he is afraid you'll be expecting a pack of gum with every flash bulb.

That would never do. Imagine an absent-minded photographer putting a flash bulb in his mouth, and trying to shoot the works with an F4.5 lens, Super Critical Film—and a stick of gum.

Besides, we've got a fair trade agreement with the candy stores. They sell no flash bulbs and we sell no gum.

At that—I'll bet I can make more noise with a stick of gum than you can with a flash bulb.

But we can chew the rag about our bulbs. They are nice and smooth, light and flashy.

Chewing gum has its uses. It keeps old chairs from falling apart and makes a good lining for the bottoms of chairs and benches.

Antique furniture of the future will be valued by the collection of gum underneath. That will be called the late American period.

Restaurant owners don't pay enough attention to gum parking. In swanky places, you should be able to check your gum like you check your hat.

And I'd give each paying customer a pack of gum before I gave him the check. A man whose jaws are working gum ain't in a position to argue about the check.

Restaurants should supply individual gum cups for their customers, each with the owner's name, something like the old-time shaving mugs in the barber shops.

Imagine rows and rows of dainty hand-colored gum mugs with names: Betty, Peggy, Maybelle—all in color to match the owner's complexion. And another row marked Spiff, Mickey, Spike and Hoiman—all decorated to suit the owner's taste, with a black I.

What this country needs is a new technique in gum chewing. Not merely a nervous up-and-down motion, like the stock market chart, but an easy, graceful glide, from ear to ear, from the Atlantic to the Pacific.

Imagine a convention of gum chewers! There could be endurance contests, blind-fold tests for flavor, and exhibitions of skill, sound effects and yardage.

Then the final number, mass chewing by the chorus under the baton of a conductor. A spearmint solo and a beechnut quartet with staccato explosive accompaniment, and a Wrigley movement, to take your breath away.

I was reading where gum is shipped from the factory in carload lots.

Those cars are called chew-chew cars.

—JERRY.

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

No. 5 (3-wheel) Century Studio Stand. A lightweight but well constructed studio stand for small cameras.

Bargain Price $18.50

Century Penny Picture Camera, complete with stand and multiplying back. Excellent condition.

Bargain Price $37.50

8x10 F S used Printer. This is a foot-operated printer.

Bargain Price $35.00

Sterling 8x10 Commercial Tank Outfit. Consisting of blue tank for developer and white tank for Hypo, and a blue Water Jacket.

Bargain Price $15.00

Edwal #108 Glycin Developer for paper. Greatly reduced in price.

Bargain Price—quart size..... **$ .45**
Bargain Price—gallon size..... **1.25**

F & S Vignetter for Studio Camera

Bargain Price $7.50

No-Grain Developing Powder, each container sufficient to make 26 ounces fine-grain developer.

Bargain Price ..... 20c a can

Eastman Miniature Enlarger, Model A—good condition..... **$42.50**

Two 8x12x42 Sterling Developing Tanks, finished in white enamel and suitable for Hypo. Condition is excellent.

Bargain Price ..... $14.00 ea.

No. 10 Testrite Reflector and Stand. A reflector of flat design intended for 1000 watt tubular lamp.

Bargain Price $9.75

Fotolite Spotlight and Stand. A compact, adjustable spotlight which may also be used as a flood.

Bargain Price $12.00



Window Display Cards as shown in the illustration. Printed in 3 colors. Size, 27x29 inches.

Bargain Price..... $ .49 each

Reducing Attachment for 5x7 Eastman Auto-Focus Enlarger.

Bargain Price $15.00

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Description and illustration of any article gladly sent on request.

HANCE GROUND GLASS SUBSTITUTE

A standard item for many years.

Bargain Price, per bottle.....38¢

Cirkut or **Medley Print Frame** with Plate Glass. 8x30 inches.

Bargain Price $6.50

Horseshoe Wringer with 16-inch rollers.

Bargain Price $12.75

"Money Making Ideas For Portrait Studios" by Abel. Reduced to

Bargain Price of $2.00

5x7 Eastman Auto-Focus Enlarger with easel $150.00

5x7 Eastman View Camera with three holders and case.

Bargain Price $29.50

1 Pair 12" Condensers, in metal round mount, Excellent condition $35.00

Ansco Universal Stand..... $17.50

Model A Argus Camera..... $9.50

CONVERTED BEATTIE FLOODLIGHT

A Beattie Arc Lamp has been converted by the addition of mogul sockets and #4 Photoflood lamps so that it offers an attractive appearing, efficient, high-power lighting unit at moderate price. Diffusion curtain is included. Here is an excellent camera room lamp at popular price.

Bargain Price $59.50

H & K ARC SPOTLIGHT

Requires no special wiring and uses 3/8-inch carbons. A much more powerful registering light than any Mazda unit you may have.

Bargain Price $29.50

Johnson Ventlite Junior Reflector and Adjustable Stand.

Bargain Price $10.50

14-inch Condensing Lenses in modern book type mount. Excellent condition.

Bargain Price $65.00

#4 CROWN TRIPOD

Maximum height 5½ feet. Good condition.

Bargain Price $9.50

Stoneware Tank for 5x7 or 8x10 negatives. Measures 7½x10½x10½.

Bargain Price $4.75

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Cine Kodak B with F3.5 lens and case.

Bargain Price **$30.00**

3¼x4¼ R. B. Auto Graflex with case and adapter. No lens.

Bargain Price **$65.00**

4x5 R. B. Series B Graflex with Kodak Anastigmat F4.5 lens, film holder and magazine.

Bargain Price **$87.50**

STONEWARE TANKS

The few 42-inch Stoneware Tanks on hand are offered at bargain prices in order to make room for other stock. These are new tanks in their original crate and are the kind we have used in our own Finishing Department for the past 16 years without replacement or special attention. The bargain prices include a substantial reduction from the original.

	Inside Measurements			*Bargain Price*
	Length	*Width*	*Depth*	*Each*
2—18 gal.	10½ in.	9½ in.	42 in.	$24.00
5—24 gal.	14 in.	9½ in.	42 in.	30.00
2—29 gal.	17 in.	9½ in.	42 in.	35.00

A year to pay.

3¼x4¼ Graflex, Series C, with 6½-inch Cooke F2.5 lens and case and Focus Panel.

Bargain Price **$145.00**

4x5 Graflex B with F4.5 B. & L. Tessar, 6 Plate Holders and Case..... **$57.50**

3¼x4¼ R. B. Graflex with case and adapter. No lens.

Bargain Price **$75.00**

4x5 Auto Graflex with Xenar F4.5 lens, 27 cm., film pack adapter and focus panel.

Bargain Price **$129.50**

4x5 R. B. Series B Graflex with film pack adapter. No lens.

Bargain Price **$47.50**

4x5 Auto Graflex with Voigtlander Dynar F6 lens, 12 inch, with magazine and focus panel.

Bargain Price **$98.50**

4x5 R. B. Graflex with 10-inch F4.5 Kodak Anastigmat lens and film pack adapter. 863-160.

Bargain Price **$140.00**

3¼x5½ Graflex with 5x7 B & L Tessar, 1C, adapter, case and holder.

Bargain Price **$45.00**

3¼x4¼ R. B. Telescopic Graflex with B & L Tessar, F4.5, and film pack adapter.

Bargain Price **$72.50**

Six 4x5 Graflex Plate Holders with film sheaths.

Bargain Price ..... **$2.00 each**

24-Inch Easy Photo Wringer

Bargain Price **$13.50**

No. 1-A Semi-Centennial Studio Stand, in condition like new.

Bargain Price **$49.50**

Sept Camera—35 mm. F3.5 lens—3 Magazines in Case..... **$29.50**

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Description and illustration of any article gladly sent on request.

Beattie Maxipan Studio Lamp. Latest model. Condition like new.

Bargain Price **$95.00**

Vertex Enlarger with F6.3 lens. Designed for 35 m/m negatives and will enlarge to 8x10. Slightly shop-worn.

Bargain Price **$22.50**

4x5 Speed Graphic with K-A Lens, one holder.

Bargain Price **$69.50**

Duplex Jr. Twin Arc Lamp with case and stand. A good lamp for Home Portrait or Commercial use, or proofing.

Bargain Price **$22.50**

5½x8½ HEAVY PRINT FRAMES With Glass

Bargain Price ..... **70¢ each**

5x7 Korona Series IV Camera with R.R. lens, six plate holders and case.

Bargain Price **$21.50**

CARBONS

We offer a miscellaneous assortment of carbons at a uniform bargain price.

7 m/m x 12 inch White Flame
8 m/m x 12 inch White Flame
½x12 Copper Tip White Flame
½x12 Copper Coated White Flame
6 m/m x 6 Panchromatic

Bargain Price, any size, 2c each

Self-Registering Maximum and Minimum Thermometer, complete with horseshoe magnet. Finished in black; white scale for setting.

Bargain prices:

8 inch **$3.25**
10 inch **3.75**

CHRISTMAS STOCK PAPER

An assortment of 4¼x5½ double weight Azo is available in 2-dozen and 1-gross packages. Fresh stock. Send for list.

Kalart Model C (Senior) Synchronizer for Graphic and other cameras fitted with Compur Shutter. Guaranteed perfect condition.

Bargain Price **$15.00**

5x7 Coronet View Camera without case but with one film holder. Condition like new.

Bargain Price **$19.00**

4-Wheel Century Studio Stand for Studio Cameras.

Bargain Price **$19.50**

7x17 Korona View Camera with three film holders. Condition is excellent.

Bargain Price **$52.50**

Film Drying Rack for 50 Film Hangers. 5x7 or 8x10.

Bargain Price **$1.50**

Anthony Scoville Studio Camera with 8x10 sliding GG back.

Bargain Price **$42.50**

Good Lenses for Less

		Speed	Focus	Shutter	List	Bargain
190I	Vitax	F3.8	16″	Studio	$186.00	$85.50
106A	Ilex Paragon	F4.5	12″	no	130.00	80.10
12C	Adon Telephoto			no	42.50	17.55
150D	Goerz Dagor	F6.8	4¼″	Compound	55.00	24.30
152J	Seneca	F8	12″	Regno	36.00	8.55
16I	Cook Cine	F3.5	1″	no	35.00	12.60
16J	Wollensak W.A.	F9.5	6¼″	no	65.00	26.10
18D	Kodak Anastigmat	F4.5	8½″	no	70.00	40.50
18F	Xenar	F3.5	7⅛″	no	72.00	58.50
28J	Tessar	F2.9	3″	no	90.00	40.50
30D	Sterling W.A.	F16	7″	no	35.00	8.10
32B	Protar V	F18	7 3/16″	no	39.00	17.55
162I	Protar IV	F12.5	6 1/16″	Volute	58.00	15.75
32I	Ilex Port	F3.5	10″	no	90.50	51.75
36F	Velostigmat Ser II	F4.5	6″	no	37.50	18.90
36H	Heliar	F4.5	14½″	no	170.00	85.50
130B	Barre Portrait	F5	6″	no	21.00	11.25
38C	Tessar IC	F4.5	7 7/16″	no	48.00	31.50
164J	Velostigmat 1A	F6.3	12″	Optimo	131.00	60.30
38J	Protar	F6.3	12.5″	no	74.00	40.50
42K	Dallmeyer Cine	F2.9	2″	no	75.00	43.00
44B	Cine Kodak	F4.5	3″	no	38.50	27.50
44C	Cook Cine	F3.5	2″	no	61.60	57.50
44F	Tessa IC	F4.5	7 7/16″	no	48.00	31.50
44G	Citrona	F6.8	4¾″	no	25.00	7.75
46B	W. O. Co. Cine	F2.7	15mm.	no	45.00	29.00
46C	K. A. Cine	F2.7	15mm.	no	45.00	25.00
46G	Dallmeyer Anast.	F2.9	3″	no	60.00	35.00
166H	Dagor	F6.8	7″	Volute	90.00	34.00
166K	B. L. Zeiss	F4	7″	Compound	89.75	39.00
168A	Protar VIIA	F7	7″	Compound	108.00	76.00

KODABROM

IS DISTINCTLY DIFFERENT

IN quality, convenience, and economy, Eastman's new enlarging paper, Kodabrom, has distinct advantages that every photographer can appreciate. Its gradation quality and rich black tone give prints of great brilliance; rapid development makes it as easy to handle as a contact paper; wide latitude in exposure and development reduces waste, while physical hardening simplifies processing and drying. Made in seven grades, each in four stable contrasts. Place an order today. Eastman Kodak Company, Rochester, N. Y.

KODABROM

FOR FINER COMMERCIAL ENLARGEMENTS



Here's What the New Film Does

ONE desk lamp with 60-watt frosted bulb was the only light in the room where this portrait was made. Exposure, 1/25 second; *f*.6.3 lens; 8 x 10-inch Super Panchro-Press Film. The result shows the speed and quality of this new Eastman film. Eastman Kodak Company, Rochester, N. Y.

EASTMAN

UPER PANCHRO-PRESS FILM FOR BETTER NEWS PICTURES

SPECIAL COLLECTIONS

THE FOCUS

Published Monthly in the Interests of Professional Photography

VOL. XIV JULY, 1938 No. 7



What a Pal!

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Published by
HIRSCH & KAYE
SAN FRANCISCO

Velour Black for prints by projection



"LOGGING ROAD"
RICHARD DEAN
Defender
Camera Club
Competition

A
Velour Black
Print

"I Seem to Have Better Luck with It"

That sentence has often explained a preference for Velour Black. "Better luck," of course, means better prints. . . . Velour Black prints are better because of the crispness of the tonal separations; the complete absence of haze or "smoke."

That distinguishing Velour Black quality, even more than its simplicity and speed, has made this *Chloro-Bromide* the preferred medium for prints by projection.

Complete Descriptive circular on request
SERVICE DEPARTMENT

Try *your* "luck" with Velour Black

DEFENDER PHOTO SUPPLY COMPANY, Inc.

ROCHESTER, N. Y.

THE FOCUS

Prepared and Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE

239 Grant Avenue, San Francisco

The Largest Independently Owned Photo Supply House in the West

VOL. XIV JULY, 1938 No. 7

INTRODUCING—



JERRY,
Editor
of
The Focus

Since the editor asked me to get out this issue, I've been as busy as a bubble dancer trying to slap a mosquito.

I'm glad to get the job because Manual had just put me on the caster oil detail in the basement. He wants me to oil the casters of the order trucks every morning.

Woman pays but a bald-headed man too pays.

One of our customers used to be a revenue agent in Kentucky. He has an interesting collection of still pictures.

Did you hear about the man who was responsible for so many drivers getting a tag?

Mr. Narterial.

That reminds me of a sign on a Ford agency in San Francisco: Parts and fertilizer.

There's a lot of cheap cosmetics on the market, girls, so look before you lip.

From what I hear, the Fair Trade Act is doing some good. Druggists are selling more aspirin.

I was reading a book where it says most of the lemons come from California. I'm glad to know that, because I was afraid they were coming this way.

In one way I'm a disappointment to my mother, and in another way I'm not. She was telling me about the time when we got on a street car and the conductor asked her how old I was. Four, she says. Then he asked me, and I told him—four.

Well, he said, I'll let him ride free this time, but when he grows up he will be a liar or a giant—and I'm not what you call big.

* * *

When pop looks at the calendar
An' finds the Fourth is nigh,
He says, "We'll celebrate in style,"
An' goes down town to buy
Some fireworks of the loudest kind
That tickle little boys
By sploding with the nawfullest din
An' makin' scary noise.

An' nen when Fourth of July comes
My pop says, "Son, you're small;
Too small to shoot these cannons off,
So I'll just shoot them all."
An' nen he has the bestest time
A-turning noises loose.
My pop's the one who celebrates,
An' I'm just his excuse!

—JERRY.



GROSS MOUNTINGS are planned to provide the photographer with designs which not only emphasize his artistry but aid him to overcome price resistance . . . At all times it is true wisdom to use the best mountings available and with their aid secure more and better business . . . 1938 illustrated circular describing Gross Mountings will be cheerfully sent—if you will write for it.

If you do schoolwork state size, style and price mountings you use

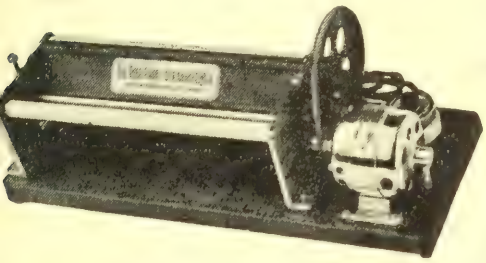
THE GROSS PHOTO SUPPLY CO.

MANUFACTURERS TOLEDO, OHIO

Canadian Agents: W. E. Booth Company, Limited, Toronto, and Montreal

Get a Rise Out of Hirsch & Kaye

Wouldn't you like to? We hope you will. A Rise Print Straightener will make curly prints as flat as my pocket, day before and after pay day. Pictures come out of the machine as fast as you can feed them. They fly through the air with the greatest of ease.



12 inch size **$45.00**
18 inch size **65.00**
(Motor Free)

If you don't want a motor, and would rather give an unemployed organ-grinder a job, price for 12-inch will be $24.00.

←⁂→

Jerry—MOD

Bet you can't guess what that means. It means "my own doctor."

You folks who go out into the woods and come home all marked up with poison oak might try my own treatment. Make a strong solution of ordinary Hypo and soak a cloth in the solution. Wring it out partly and then apply the wet cloth where the poison oak bothers you. You'll be surprised how quickly this will fix your poison oak.

←⁂→

The Front Page

That fellow on the front cover ain't me. But I wish it was. His name is Robert T. Ellis. And he had the time of his life at the First International Photographic Exhibition in New York. I understand his father is a professional photographer, but the boy is quite a photographer himself. Who knows, maybe I'll have a studio some day.

Your Negatives

Don't can your old negatives. Preserve them. We've got negative preservers in two kinds. The thin transparent kind that you can see through, glassine, I think they call them, and heavy Kraft paper. This paper is called Kraft because it's strong enough to wrap cheese in.

All sizes from 3¼x4¼ to 8x10, and bigger. Get a dozen, a hundred, 500, a thousand, ten thousand — we don't care.

←⁂→

Cellophane Bags for Flash Bulbs

These were designed for Scotchmen who want to save the glass if a bulb should break. You probably won't need them for this, but you can always fill them with peanuts and popcorn to give to your customers. There's a blue spot on the bottom. If it's broken, you know the bag is busted and won't hold water. But who cares?

Buy them like doughnuts, by the dozen, at 30c; or in bunches, like bananas, 90c a hundred.

←⁂→

Krug Haloette Attachment

At one time or another you have had an attachment for the little girl with the blonde curls, the girl with the pug nose, movie star, another man's wife (she wasn't then), or maybe the waitress in the restaurant.

You probably won't get a halo around your head when you die, so you might as well get a Haloette Attachment for your enlarger. Enjoy those clean white backgrounds in your pictures. Since the editor first announced this gadget, the price has dropped to $17.50. Probably because we've sold so many. It is worth $17.50 to not have people point you out on the street and say—there is a photographer who don't have a Haloette Attachment. Tell us the kind of enlarger you have when you place your order.

No Shades



Fred Schneider, Jr., of Stockton was in the office and told Bush about his new home. The whole house was done over with new walls and floors and all the latest trimmings. OW-WAH! Wait 'til I tell you about the bathroom. It's got glass walls all the way around, with live goldfish swimming between the partitions. Ain't that somethin'?

←⁂→

Roy Flood and family have gone east to buy a new Oldsmobile and make a long tour before they return to Oakdale.

←⁂→

Mr. and Mrs. Frank Perry, from down in Lindsay, and their daughter are traveling the Northwest on a vacation tour.

←⁂→

Bush tells me **W. R. Missman** and his wife are going east to buy a new Buick. Mrs. Missman will attend the Winona School as part of their tour.

←⁂→

I hear that **Mrs. Merle Link Feltman** and her husband have left Taft to visit relatives in Ohio and will return by a long detour through the South. M-m-m— I see visions of fried chicken, watermelon and all that goes with it.

←⁂→

Big Hearted Me

If you would like to have a dope sheet on exposure with Superflash bulbs, send your request to me and I'll send you something that will be helpful. This sheet shows the difference between the four smaller sizes of Superflash lamp and the right exposure at distances from 6 ft. to 75 ft. It's also a catalog of Superflash and Superflood lamps. But you won't mind that.



HERE is a picture of a man looking for the goldfish in Fred Schneider's bathroom. You'll be surprised at what you can see when you have good binoculars. You can use them across a light well if you must, but they are better across the big open spaces.

They don't cost much, from $27.50 up. I'll send you a picture and price list if you insist. Good for hikers, campers, hunters, football fans and just plain curiosity. Get a pair today and discover America. Columbus didn't have a pair of H. & K. binoculars, and look where he landed.

←⁂→

Finis La Focus

Believe it or not—this page finishes this number. Mr. Bacon will give me a list of his lenses, and when the last of the ads are in, the biggest literary job in the world (for me) will be finished.

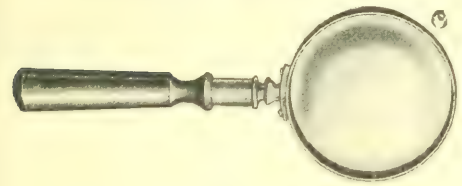
Unaccustomed as I am to public speaking, ahem—this edition means a lot to me, in work and fun. If you don't see my usual page next month, when the editor will be back, you'll know I got fired. Otherwise, I'll be back in my corner, and glad of it.

Now, I've had my fun, the editor is having his vacation, you've got your Focus, and if you will order the things I've told you about, we can all enjoy this abundant life.

Meanwhile, Reservoir—

—JERRY.

Wanna Reduce?



Here is a painless and comfortable way to reduce. We've got glasses with a handle, that look like retouching glasses, only they reduce the image instead of making it bigger. Especially good for photo engravers and commercial photo graphers. It's a good quality American made lens in a bright metal mount and fitted with a black hardwood handle.

They're sold in one size—three inch, at $1.00 an inch.

Higgins Vegetable Glue



First I thought this was something to keep peas from rolling off a knife, but Jimmy in the stockroom showed me it was a paste for pictures. It's more gooey than solid paste, and has a lot more body than thin stickems like mucilage.

You can thin it if you want. It keeps well, after being opened, and it sticks like a poor relation.

½ pint can	$ .30
1 pint can	.50
1 quart can	.75
1 gallon can	2.50

Stolen

The Kennell-Ellis Studio of Klamath Falls, Oregon, reports the theft of a Weston Exposure Meter and a Leica Model G Camera, No. 51359 with F3.5 lens. If offered to you, please wire the Kennell-Ellis Studio.

Photographer Killed

Concepcion Villalpando, photographer in Santa Paula, was killed when his automobile was crushed in collision with a heavy truck. In the head-on crash Mr. Villalpando was instantly killed and his wife, brother and a guest were badly hurt. He is the second photographer in Santa Paula to die in less than ten days.

New Keystone Prices

Charlie O'Connor has been getting out a lot of new pages for the price books, and I was interested to see the Keystone pages. After the entry, I noticed FTA, which means Keystone goods are now under the Fair Trade Act. Anyone selling Keystone after July 11 will have to sell for these net prices:

16 mm. Projector	A-81	$69.50
16 mm. Projector	A-75	55.00
16 mm. Projector	A-72	44.50
16 mm. Projector	D-64	35.00
16 mm. Camera	B-1, F3.5	29.95
16 mm. Camera	A-3, F3.5	35.00
16 mm. Camera	A-3, F1.5	67.50
16 mm. Camera	A-7, F2.7	44.50
16 mm. Camera	A-7, F1.5	71.00
8 mm. Projector	J-8	39.50
8 mm. Projector	L-8	55.00
8 mm. Camera	K-8, F3.5	27.95
8 mm. Camera	K-8, F2.7	36.00
8 mm. Camera	K-8, F1.9	60.00
Slide Projector	S-25	34.50
Pictograph Projector	441	16.50

Notice the new items—
D-64 Projector?
B-1 Camera?
S-25 Slide Projector?
441 Pictograph?
Have you ordered?

These Three Views WITH 1 LENS

Series Ia Velostigmat





. . WITHOUT MOVING THE CAMERA

Take shot (A) with Doublet. Take
ew (B) with Rear Element, alone.
nen—same position—take view (C)
ith Front Element, alone. This Wol-
nsak Triple-Convertible Velostig-
at Series Ia gives larger images—
er perspectives—grand telephoto effects. Great for long range
tdoor work. Single elements and doublet fully corrected—
gatives are clear, sharp. Speeds *f*6.3 to *f*7.7. Have one this
mmer.

★WRITE FOR FREE BOOK



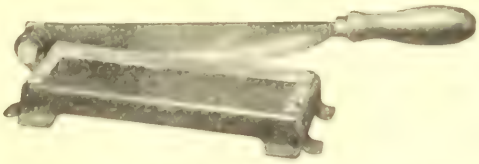
WOLLENSAK OPTICAL CO.

ROCHESTER, NEW YORK

WOLLENSAK

TRIM 'EM

If you want to make your customers climb on the water wagon, trim their pictures with a Deckle Edge Trimmer. Then when they have taken the pledge use a Straight Trimmer. They will appreciate this. That makes you buy two trimmers, which is okay with me. We've goth both kinds.



There's a transparent celluloid with a scale printed on it, fastened to the trimmer, but if you're trimming pictures of bathing girls, you won't see this. But it's there.

An extremely high quality trimmer.

Straight Trimmer	6 inch Master	$2.25
Straight Trimmer	10 inch	3.95
Deckle Edge Trimmer	6 inch Master	3.25
Deckle Edge Trimmer	10 inch	7.50

Easy Photo Wringer

This is the kind you like. The factory knows. Seems to be made of hardwood and good quality rubber. For shirts and collars but better for squeegee tins, mounted prints and just plain wet prints.



No. 312	12x2	26	$12.23
No. 316	16x2	30	14.78
No. 320	20x2	34	17.25

For Sale

Studio in Wyoming

Only studio serving ten towns in two valleys. Well equipped to handle portrait and photo finishing. Commercial work available if you go after it.

Reason for sale, failing eyesight.

Box 2398 THE FOCUS

At M. H. De Young Memorial Museum, Golden Gate Park, there will be shown through the month of July, photographs of Mexico by Fritz Henle and the U. S. Camera Salon.

Both of these exhibits will be well worth a visit from you when you are in San Francisco.

"WHY DID I SWITCH TO PICTOL*?"

"Well, a friend told me about **PICTOL,*** *but I first got the impression that it was a developer for some special sort of work. But later I found him using it for his regular formulas, both negatives and prints, with excellent results. I tried it. Found I got better results. Makes exceptionally long-lasting solutions. That's about all there is to the story."*



PICTOL*

is

MONOMETHYL-PARA-AMIDOPHENOL SULFATE

at its Best!

*Trade Mark Reg. U. S. Pat. Off.

One of a line of Photo-Purified, Physically-Perfected, chemicals including Hydroquinone, Sodium Sulfite, Monohydrated Carbonate, Alum, Pyro Crystals and others.

Mallinckrodt
CHEMICAL WORKS
2nd & Mallinckrodt Sts., St. Louis, Mo.
70-74 Gold St., New York, N. Y.
CHICAGO PHILADELPHIA TORONTO MONTREAL

H & K Focusing Chart

THIS is not a gadget that tells you where you left the last issue of THE FOCUS. It's a little doo hickey that you put on the negative carrier of your enlarger and it tells you if your enlarger is in focus. And how! It's a strip of film with lines and squares and printing. EZ to read.

If your enlarger is OK, you still need one. When the recession gets worse you can amuse yourself in your Enlarging Room by blowing up the chart on the board and work crossword puzzles or play Chinese Checkers. Invite the neighbors and serve tea.

The price is only 10c—and no tax.

Boost The Exposition

It is not too early to give publicity to the Golden Gate International Exposition, which will be held in San Francisco Bay February 18 to December 2, 1939

H. C. E.

To me, that means the highest of engagements. To you, it means a combination filter holder and sunshade.

Horn Albums

WHOEVER heard of keeping horns in an album? Somebody is doing it because I see a lot of these albums going out through the Shipping Room. The Horn Album has an imitation rawhide cover (and a mighty fine imitation). Sort of a buff color. The album is bound by a tube of celluloid —Manual says it's plastic material— cut so it looks like a lot of rings. That means the book opens flat on any page. There are 50 black leaves to the album. Here's the low-down on our stock:

Imitation Rawhide Covers

3753— 8 x 10 black leaves.....$1.50
3757—10 x 12 black leaves..... 2.00
3453— 8 x 10 cream leaves..... 1.50
3457—10 x 12 cream leaves..... 2.00

Black Covers

3743— 8 x 10 black leaves.....$1.50
3747—10 x 12 black leaves..... 2.00
3443— 8 x 10 cream leaves..... 1.50
3447—10 x 12 cream leaves..... 2.00

A good item to use, and to sell

You can get one for almost any size lens or camera. Tell me what size you need and I'll have the office give you the price and information.

Brother—can you spare 4 bits?

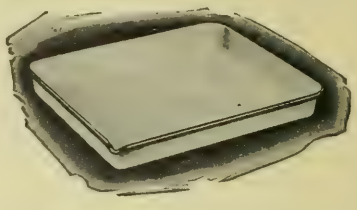
Master Touch
RETOUCHING FLUID

Saves hours of retouching time. Quicker, easier work —vastly finer retouching. Takes more lead. Contains no resin. Valuable ingredients found in no other retouching fluid. Sold on Money-back Guarantee. Order this time and money saver now.



PRICE 50c

STEEL ENAMEL TRAYS



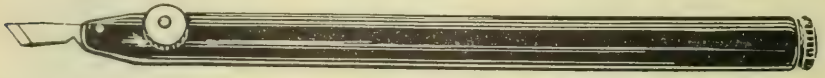
I hope I have that first word spelt right. Why take them from someone else when you can get fine trays from us like I see going out every day. Get yours today. (Remember what I said about stealing.)

The trays we offer are the best than can be made, and will give longest service. Lots of sizes. Make your selection from this assortment:

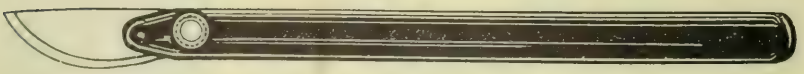
4x5	$ .60	11x14	$ 2.50
4x6	.60	14x17	3.60
5x7	.75	17x21	4.80
7x9	1.00	19x23	7.50
8x10	1.10	21x25	9.00
10x12	1.50	23x28	13.00

X-ACTO ETCHERS

The X-Acto Etcher is a new kind and is handier than a pencil. You can quickly change the blades, but they can't fold back on you. You always have a sharp blade because we give you six blades with every handle so you can have a favorite blade for every day of the week. We could make it seven, but we'd rather you go to church. You probably need it. In between retouching orders you can rent your etchers to your chiropodist. Think how handy Style No. 2 would be as a can opener.



STYLE 1



STYLE 2

No. 1.—X-Acto knife set has reservoir in the handle for extra blades. Complete with handle and 6 assorted small blades.....**$1.00**

No. 2.—X-Acto knife set accommodates the six larger blades. Complete with handle and 6 assorted large blades.....**$1.00**

Changing Bags

Like to do magic tricks? Get a changing bag, put in some holders and a box of film, say a few words (quietly) and proceed. Out comes your holders loaded with film. Anyone can learn the trick. If you practice long enough you might be able to put in a negative and pull out a hand full of enlargements, a rabbit and a string of flags. Order a changing bag and try it.

For 4 x 5 holders $4.95
For 5 x 7 holders 5.25
For 8 x 10 holders 5.50

Monkey Business

We have a glove that is fixed up t look like a monkey. You move the head and arms with your fingers. Put one on your hand to amuse the kids (from 1 to 80) when you take their picture. If you haven't any customers, get out in your front window with a Monkey glove on your hand and do your stuff. Watch the crowd gather, and have your assistant take candid pictures of the people with their noses against the glass and their mouths open. Then they will be glad to buy the negative.

Glove Doll 50c

Range Finders

Git along little doagie. We've got range finders for lost cowboys, absent-minded brides and photographers who have a Speed Graphic. The Kalart model seems to be the lone ranger because it's the one everybody specifies.

A range finder on your Graphic makes your camera as handy as the smallest candid camera. Don't have to send your camera to New York any more, because Hirsch & Kaye can have the finders fitted here in a couple days' time. Better look into this. A nice printed circular will be sent if you ask for it.

Snow White

(Without the Dwarfs)

Here is a smooth flowing white ink I found in the Stock Room. Mike says it's as pure as the driven snow—whatever that means in July. It's good for lettering albums, mounts and for drawing clean white lines.

Price ..... **30c a bottle**
(Includes Quill Pen Point)

How Much Faster Is An F3.5 Than An F4.5?

HERE'S how to figure the relative speed of two lenses: First, multiply each speed by itself, then divide the smaller answer into the larger.

For example, take the two lenses mentioned. Multiply 3.5 x 3.5, and we get 12.25; also 4.5 x 4.5 is 20.25. Then 20.25 divided by 12.25 gives about 1.6. So the f3.5 lens is 1.6 times as fast as the f4.5.

Let's take an f3 and an f8. We find that 3 x 3 is 9 and 8 x 8 is 64. Dividing 64 by 9 we get 7.1—that is, the f3 is more than 7 times as fast as the f8. BUT—

These calculations assume that both lenses are wide open. If both diaphragms are stopped down to the same aperture, both lenses will have speed EXACTLY EQUAL. That is, both will have speed f11, or f16, or whatever aperture you choose.

UNUSUAL BARGAIN
Korona Panoram Camera

We offer a 5 x 12 Korona Panoram Camera with case and film holder in excellent condition. Cannot be told from new stock.

Camera . . . $40.00
Case 5.50
Film Holders, ea. 4.50

We have but one outfit to offer at this price. Place your order before someone else grabs it!

Expert Retoucher · Etcher

Mail Orders Promptly Attended To

A. SHAPIRO
334 FUNSTON AVE.
SAN FRANCISCO, CALIF.
Phone BAYVIEW 9925

RETOUCHING
By expert of years
of experience
MAIL ORDERS SOLICITED
Prompt Service. Prices Reasonable

MATILDA S. RANSDELL
760 Fifth Avenue San Francisco
Telephone BAyview 4584

A. K. DILDILIAN
Complete
Negative Alteration
Service

339 NORIEGA ST. SAN FRANCISCO
OVERLAND 6820

Won't Smoke

After several years' work, we've made flash powder change its habits. We can give you smokeless flash powder in one ounce bottles for 95 cents, or two ounce for $1.75. You can save a nickel if you specify Marshall in the big size. A good thing to remember when you want pictures where you can't use electric lamps.

RETOUCHER
COLORIST
Mail Orders Solicited
AUGUSTINE OTT

721 Geary Street San Francisco
PRospect 5088

STERLING TANK OUTFITS

SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.
STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



2 SIZES
12, 19
gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

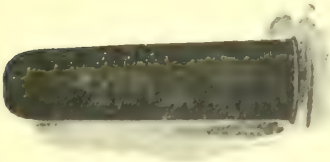
COMPLETE
COMPACT
DURABLE
EFFICIENT.

The best by test.



• • • GRIPPIT, a special adhesive that holds with a sinewy grip, yet cannot wrinkle paper. New larger tube, 25c.

Finger Tips



Do not confuse with asparagus tips. These are made of best gum rubber and look like the fingers cut from a rubber glove. They come in sets of 3, each of different size, so you can handle solutions, acid, etc., without staining the fingers. Put them on the three middle fingers and give your thumb and little finger a rest.

15c a set

Tipless Lamps



On account of the name, these lamps are popular with the Scotch (?) account of their color, they're popular with photographers. They are made of natural colored glass—no color to be rubbed off. You can get deep ruby lamps or amber for printing or enlarging. Here's how they run:

RUBY

10-15 watt	$ .50
25-40 watt	.55
60 watt	.60
75 watt	.75

AMBER

10-15 watt	$ .40
25-40 watt	.45
60 watt	.50
75 watt	1.00

These are high grade lamps, especially made to order for us.

Flood Control

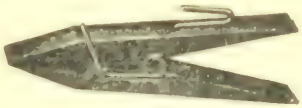


Sounds like a Federal project, eh? It's a gadget that saves your photo flood bulbs by burning at half strength for focusing and full strength just when you want the most light. Works with either two or four lamps, but not with one or three. We've got several kinds. This one is called the Gibbs.

Price $4.50

No charge for 5½ feet of rubber-covered cord and plug.

U. S. Photo Clips



I don't know why they call them U. S., unless it is because once they get hold of your money they won't let go. The clips are made of hardwood with a husky metal spring hinge and a handy hook on the side. If you have any doubt about the clip holding, just put one on the end of your nose.

Here's a clip with a thousand uses. Use it for hanging fillums, prints, blotters, horse thieves or dydies. Order some today (clips, of course). Price, 35 cents for a whole dozen.

Big Soak

We've got stacks of blotters in the warehouse, enough to soak up a flood. They are hard and tough, much better than the cheap kind you use in your check book. That's why they can be dried and used over again. Size 19x24.

100 lbs. (to a ream).....$ .85 a dozen
120 lbs. (to a ream)..... 1.05 a dozen
140 lbs. (to a ream)..... 1.20 a dozen

"Sussman Mounts are Paramount"



VAUGHN EASELS

Here's another of the NEW 1938 STYLES, which the SUSSMAN CO. is offering through your dealer. When you use this line, you are not only getting the best that is to be had in stocks and workmanship, but in fine styling, and in addition, this line is made in the horizontal sizes, in the sizes which will help you to use just one line for your entire school work.

Gloss Coated Stocks **Serrated Edge Underlay**
Gray and Silver **Neutral and Gold**
3-Piece Slip-Under Easel
Large Outside Sizes

Outside Size	*Print Size*	*Price per 100*
4⅞x 6⅝	3x4	**$ 6.00**
5⅜x 7⅝	3x5	**7.50**
6⅞x 6⅛	5x3 GR.	**8.00**
6⅛x 9	4x6	**9.00**
7⅞x 6¾	6x4 GR.	**9.50**
7⅛x10⅛	5x7	**10.00**
8⅞x 7⅝	7x5 GR.	**10.50**

BRANDON EASELS

Modern technique, expertly applied, is evident in this new line of easels, which represents just one of the new, fine lines which the SUSSMAN CO. is offering to the photographic trade for the NEW SEASON OF 1938.

Gloss Coated Stocks **Serrated Edge Underlay**
Oversized
Gray and Silver **Neutral and Gold**

Outside Size	*Print Size*	*Price per 100*
4⅞x 6⅝	3x4	**$ 6.00**
5⅜x 7⅝	3x4½	**7.50**
6⅛x 9	4x6	**9.00**
7⅛x10⅛	5x7	**10.00**

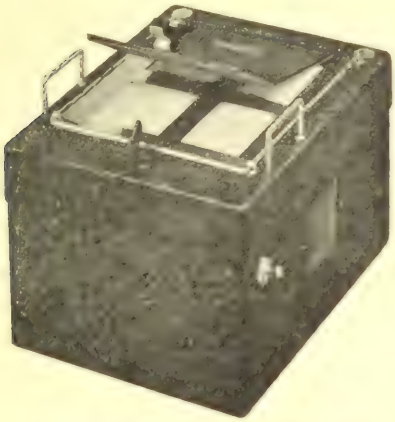


Manufactured by A. SUSSMAN & CO., Philadelphia, Pa.

Remember . . .
We will sell you ***any*** quantity of these mounts in any size.

Order from
HIRSCH & KAYE

IN STOCK FOR IMMEDIATE SHIPMENT



Jackson Printer

I'm sure these were not named after Stonewall Jackson, because they're moving too fast. Can be used for negatives 4x5 or as small as you want to set the adjustable masks. Those little handles you see on the sides are not handles. They're guides for 35 mm. film. This printer has about everything you would want to find on a printer that sells for a lot of money.

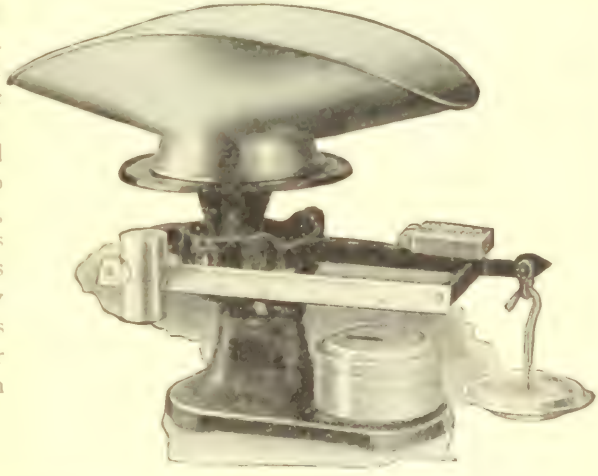
All metal—rubber pad hinged platen—adjustable masks—35 mm. film to 4x5—spring negative clamp—built-in safe light—complete with lamps and lamp indicator. All this, and more, for only $6.50.

Lots of people in your town will buy one if you will show it.

Want to Get a Weigh?

These scales are ideal for photographers who desire a scale for weighing out bulk chemicals such as sodas. The scale can be used with tin scoop or with only the round metal platform. The scoop measures 14½ inches long, 7 inches wide, and 4 inches deep. The brass beam is mounted at an angle for easy reading. Detachable weights are nickel-plated and other metal parts are finished in black enamel.

Soda Scale.....$10.50



Light Order of Mushrooms

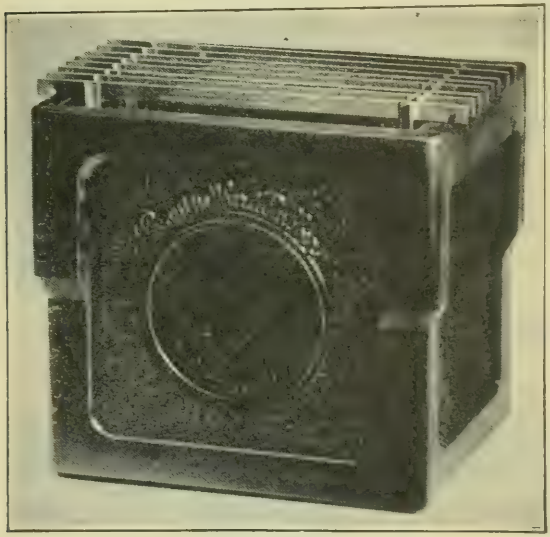
Hard to beat SS Pan (not saucepan) film and Mushroom lamps, serve while your customer waits. An ideal light portion. The Mushroom Lamp needs no reflector. We won't sell so many reflectors, so please order some lamps. Good for 6 hours' burning.

Mushrooms ..... **$1.00 each**

TANKS for the Memories

The easiest way to develop negatives is to use one of our Moulded Hard Rubber Tanks made in four sizes. UNIVERSAL SIZE—for negatives 3¼x4¼ and smaller. You can use cut film, film packs or plates—we don't care. The rack is adjustable for four sizes and a metal plate helps you put the film in the right place. Makes loading EZ. Has a cover and removable drain plug and looks like it means business.

Price, Universal Model $6.75



Other Sizes

Size 5x7

Capacity 15, 5x7 negatives
or 20, 4x5 negatives
or 20, 9x12 cm. negatives
Price **$2.25**
Cover, 25c additional

Size 8x10

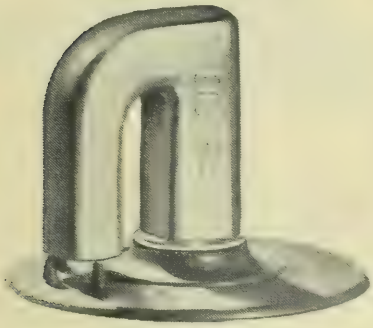
Capacity 30, 5x7 negatives
or 20, 8x10 negatives
Price, with cover **$6.00**

Size 4x5

Capacity 12, 4x5 negatives
Price, with cover **$2.50**

How about you dealers putting some in stock?

AUTOMATIC HYPO DRAIN



Have you a sink or a wash basin in your home, or maybe a bath tub? If you have, you also have the making of a good film and negative washer. Just put the Automatic Hypo Drain over the outlet hole and you've got a crackerjack washer, if you have water.

See those three rubber pegs? They keep your prints away from the drain hole and keep the water flowing. We've sold so many that the price has been reduced. 50 million Frenchmen can't be wrong.

New Price $1.50

Sellum to your customers.

Sell Graduates

NOW that school is out, there will be a lot of graduates looking for work. We've got a lot of graduates, too, waiting to go to work in some lady's dark room. You folks who sell fillum and trays to amateur photographers ought to put these graduates to work. It's a crime to have so many unemployed graduates.

We can give you all sizes from two ounce to 32, in the Graduate style and the same in the flat bottom measuring glass style. Some people call glass tumblers fruit jars. I don't know why, but they don't mind. We can also give you glass funnels in all sizes. Order some today. Or, don't send your order for one little 4-ounce sample graduate and tell us you're a dealer.

Visible Graduate



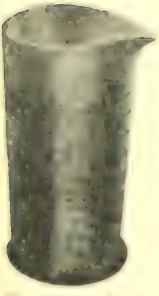
A [illegible] graduate, the good [illegible] and [illegible] can be seen under the [illegible] [illegible]

[illegible]

Engraved Graduate

[illegible] glass. Markings are carefully engraved. Has pedestal base, easy to grasp.

[illegible]



Moulded Tumbler Graduate

[illegible] fully [illegible] all ordinary purposes. Shaped like a water glass tumbler but with lip for pouring.

[illegible]

$0.30 $0.[illegible] $0.30 $0.35 $0.[illegible]

Measuring Jug



Here is the dean of the graduates. Has a lot of uses. During the day, use it for measuring liquids in your work rooms. At night, and on Sundays, you [illegible] the Master uses the funnel top for moulding Jello desserts, in seven delicious [illegible]

[illegible]

—o—

The Lost Cord

Every photographer has need of a couple of extension cords for those extra lamps you need for the bigger jobs. Maybe you think you have some and [illegible] don't. We've got what it takes.

We offer a rubber covered cord with [illegible] [illegible] switch which will turn the light on or off. The socket is threaded for reflectors, but you won't need this if you use Mushroom lamps. On account of the low price, we can't give you quite 10 feet of cord, but the one I measured up to the socket was 119⅛ inches long.

Price of cord and clamp.....$1.00

Gevaluxe
Velours

THIS new, *patented* paper is so totally different from any other that it beggars description. To appreciate its revolutionary character, you must inspect an actual print, and see for yourself the extraordinarily stereoscopic effect which Gevaluxe lends to a picture. Prints may be seen at Hirsch & Kaye's, San Francisco.

The Gevaert Company of America, Inc.
6368-70 Santa Monica Boulevard
Los Angeles
New York—Chicago—Toronto

Hirsch & Kaye carry all Gevaert Products

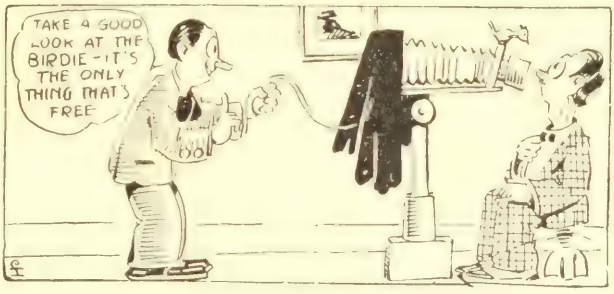
Ye Signe of Ye Super Lampe

Yea, here is the marke of a superior product, far brighter than the whale oil lampes of Nantucket Light. Me thinks they are the best to be found in the village market. Brother—dost thou know of a better?

These lampes are in the establishment of Squires Hirsch & Kaye, located on the west side of the square opposite the White House. Decide ye well which syze thou needest, for Super Flash Lampes are perveyed in 5 syzes, and Super Flood Lampes in 3 syzes. Verily, in all the colonies, canst thou find greater variety?

The coin of the realm or the King's shilling will be accepted in payment, and alas, the tax on light, unlike the tax on tea, has not been repealed.

There's a New Camera



The Folmer Graflex people tell us of their new 4 x 5 Crown View Camera. It has a 19-inch bellows, and like the winner of the fat man's race, it has a rising and falling front. Also a sideways motion. The back is musical in that you can swing it, any direction. The lens board is 4 x 4 inches and you can buy the camera with or without a lens.

The camera is finished in a rich walnut finish, with tan bellows. Metal parts in your choice of golden brass sandblast or satin chrome.

Price, with 1 holder and case (no lens):

Golden Brass Sandblast Finish	$57.50
Satin Chrome Finish	63.00

You can also get a 4 x 5 - 3¼ x 4¼ reducing back in Graphic model for $12.00 or for Graflex model—$10.50. The Graphic will take cut film holders, the Graflex back, the magazines.

TIME MARCHES ON –

Mark Time



For your enlarger or printer. Fits in a niche, that's rich, don't snitch. You'll itch for this switch which you'll hitch, and pitch in to ditch your guessing about the duration of exposure.

The Mark Time Switch tells you when the time is up by turning off the current at any time you want. It's a sixty-second switch which you'll enjoy using.

Price $8.50

KEYSTONE PICTOGRAPH

(NOT PIXILLATED)

For projecting drawings—pictures—postcards in original colors.

Fine for Vacation Snaps

- Has Front Surface Mirrors for accurate optical reflection
- Has 2 Tubular 135 Watt Projection Bulbs
- Picture Holder with adjustable guides for pictures up to 4¾x5½"
- Has Ventilation Provision
- Will project 48-inch pictures
- Has Carrying Handle
- Crystal Bronze Finish. Size 11⅝x 10½x11¼" high
- 3½" Double Element Projection Lens
- Projects pictures and reading matter correctly



Model No. 441

$16.50

Usual Keystone Prices to Dealers

NEWS



While **Mr. and Mrs. Turner** of the McMillan Studio, Vallejo, were away from their home, the driver of an automobile lost control of his car and crossed the sidewalk to come to a stop against the porch of the Turner home. Damage to the amount of $150.00 was done to the front porch and the home. Fortunately, Mr. Turner had covered his home with seven point insurance and aside from the inconvenience incidental to repairs, actually suffered no loss. This additional coverage on your home and studio costs very little and is worthy of your investigation.

* *

Edward Brownell, Santa Paula photographer, took his own life by inhaling the fumes from his automobile. As a further precaution to insure success of his attempt Mr. Brownell had placed a bottle of deadly poison in his pocket although this apparently was not used. Mr. Brownell was 61 years of age and is survived by his widow, his mother and family.

* *

There were lots of visitors in San Francisco during June and among the visiting Rotarians was **E. M. (Bill) Hammond** of Porterville who never misses a meeting.

* *



A fire next door to the **Brinsmead Studio** in Reno threatened to get out of control with danger to the studio. The Reno Fire Department finally put out the fire with only a supply of wet mounts in the studio as damage. Congratulations to Mr. Brinsmead!

PHOTO ART PRINT GALLERY

A Perpetual Salon of Photography Changed Every Two Weeks

★

You photographers who visit in San Francisco are passing up a good thing if you don't include the Photo Art Print Gallery. There is nothing to sell, only a lot of mighty fine photographs on exhibition.

I would like to have gone up there myself in July but I see they have some nude pictures and that's no place for a little boy. But after August 1 there're going to show the Paul Greve Third Dimension Salon and after August 15 some Bromoil and Transfer pictures. The Gallery is located at 775 Monadnock Building, which is on Market Street very close to Third.

What—No Pictures?

FRANK, the receiving clerk, has shown me some swell pictures of stores and studios that were sent in by the owners. Mighty fine pictures of first-class business places. That gives me an idea.

There's lots of studios and camera shops that have something to be proud of and I'll bet we haven't a picture of these places. I know there's three pictures in right now—one from San Mateo, one from Idaho and I forget the other.

If you'll send one or more pictures of your store, I'll talk to Mr. Bogue about stamps, and he'll loosen up enough to give me a scrap book or an album. I'll put these pictures in the book and when somebody wants the latest dope on how to plan an up-to-date store — J.S.B. (Jerry's Scrap Book) will show them how.

What do you say?

To Help "Stir Up" Summer Business



The 3x4 size

The 4x6 size

THE SOLITAIRE

This eye-arresting style, properly displayed with specimen prints, wil
bring customers into your studio for Summer portraits.

The design is in gray and silver—for 3x4 oval and 4x6 circle prints.

A "get acquainted" offer: Send 8 cents in stamps and we will send
sample of each.

EASTMAN KODAK COMPANY

[Taprell Loomis Division]

CHICAGO, ILLINOI

Editor's Corner

(By Himself)

Introducing—



ISABEL DUNCAN GROESBECK

. . . . *Sacramento*

Mrs. Groesbeck is a native of Lincoln, Nebraska. Her father was a well-known surgeon, descended from one of the original Pennsylvania families of Scotch-Irish ancestry. Her mother, French-Dutch, and a skilled painter in oil, traced her ancestry to one of Lafayette's aides, who settled in Maryland.

Her girlhood days were spent in Lincoln, where she attended public school. Her father died when she was 13, and her mother took her to Salt Lake City to live. Even at this early age, the girl wanted to be a concert pianist and be an artist like her mother.

About ten years ago she located in Sacramento to manage a small studio, and a few years later she purchased the business. Her love of coloring and painting found expression in ivory miniatures, in which she specializes. In spare moments she would like to be a designer of drapes and wall paper, or dishes or pottery, because of further opportunity for the arrangement of color.

Last year, she spent most of the year in a temporary connection in the celebrated Delar Studio, in the R. C. A.-Rockefeller Center, New York. There she met Mr. and Mrs. M. F. Boris of Vienna. Mr. Boris is famous for his paintings, and he gave her some post graduate instruction in art, and much inspiration.

Mrs. Groesbeck is a member of the Associated Photographers of the Sacramento and San Joaquin Valleys, and the Kingsley Art Club of Sacramento. But her greatest distinction is the membership bestowed on her by the National League of American Pen Women.

Believe it or not—she finds time for the enjoyment of golf and bridge.

—⁂—

"It does not matter how able a man is, how thoroughly he knows his job, or how hard he works, he cannot be a first-class leader unless he rubs people the right way."

—⁂—

Many of us are like the little boy we met trudging along a country road with an air rifle over his shoulder.

"What are you hunting, Buddy?" we asked. "Dunno, I ain't seen it yet."

—⁂—

The price of liberty is eternal vigilance, and the price of wisdom is eternal thought.—*Birch.*

—⁂—

To be seventy years young is sometimes far more cheerful and hopeful than to be forty years old.—*Oliver Wendell Holmes.*

—⁂—

In view of the fact that three out of four drivers don't carry liability insurance, the odds are against you if you are planning to get hit by the right car.



In this corner—
BOB WARD
who tells you how much your stuff is worth.

INTRODUCING— The Bargain Room Champs



In this corner—
J. R. ROGERS
who tells you what you'll pay when you buy it.

Between the two they try to make a profit for the firm, to earn their pay and mine.

WARD-ROGERS BARGAINS

No. 5 (3-wheel) Century Studio Stand. A lightweight but well constructed studio stand for small cameras.

Bargain Price $18.50

Century Penny Picture Camera, complete with multiplying back. Excellent condition.

Bargain Price $37.50

8x10 F S used Printer. This is a foot-operated printer.

Bargain Price $35.00

Sterling 8x10 Commercial Tank Outfit. Consisting of blue tank for developer and white tank for Hypo, and a blue Water Jacket.

Bargain Price $15.00

Edwal #108 Glycin Developer for paper. Greatly reduced in price.

Bargain Price—quart size..... $ .45
Bargain Price—gallon size..... 1.25

F & S Vignetter for Studio Camera

Bargain Price $7.50

Two 8x12x42 Sterling Developing Tanks, finished in white enamel and suitable for Hypo. Condition is excellent.

Bargain Price ..... $14.00 ea.

No. 10 Testrite Reflector and Stand. A reflector of flat design intended for 1000 watt tubular lamp.

Bargain Price $9.75

Fotolite Spotlight and Stand. A compact, adjustable spotlight which may also be used as a flood.

Bargain Price $12.00

No-Grain Developing Powder, each container sufficient to make 26 ounces fine-grain developer.

Bargain Price ..... 20c a can

Eastman Miniature Enlarger, Model A—good condition..... **$42.50**

Reducing Attachment for 5x7 Eastman Auto-Focus Enlarger.

Bargain Price $15.00

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Description and illustration of any article gladly sent on request.

HANCE GROUND GLASS SUBSTITUTE

A standard item for many years

Bargain Price, per bottle.....**38¢**

Cirkut or **Medley Print Frame** with Plate Glass. 8x30 inches

Bargain Price **$6.50**

Horseshoe Wringer with 16-inch rollers.

Bargain Price **$12.75**

"Money Making Ideas For Portrait Studios" by Abel.
Reduced to

Bargain Price of **$2.00**

5x7 Eastman Auto-Focus Enlarger with easel **$140.00**

5x7 Eastman View Camera with three holders and case.

Bargain Price **$29.50**

1 Pair 12" Condensers, in metal round mount,
Excellent condition **$35.00**

Ansco Universal Stand.....**$17.50**

Model A Argus Camera.....**$9.50**

CONVERTED BEATTIE FLOODLIGHT

A Beattie Arc Lamp has been converted by the addition of mogul sockets and #4 Photoflood lamps so that it offers an attractive appearing, efficient, high-power lighting unit at moderate price. Diffusion curtain is included. Here is an excellent camera room lamp at popular price.

Bargain Price **$59.50**

H & K ARC SPOTLIGHT

Requires no special wiring and uses 3/8 inch carbons. A much more powerful registering light than any Mazda unit you may have.

Bargain Price **$29.50**

Johnson Ventlite Junior Reflector and Adjustable Stand.

Bargain Price **$10.50**

14-inch Condensing Lenses in modern book type mount. Excellent condition.

Bargain Price **$65.00**

5 pound can **Resublimed Pyro** of standard brand.

Bargain Price **$9.98**

Stoneware Tank for 5x7 or 8x10 negatives. Measures 7½x10½x10½.

Bargain Price **$4.75**

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Cine Kodak B with F3.5 lens and case.

Bargain Price **$30.00**

3¼x4¼ R. B. Auto Graflex with case and adapter. No lens.

Bargain Price **$65.00**

4x5 R. B. Series B Graflex with Kodak Anastigmat F4.5 lens, film holder and magazine.

Bargain Price **$87.50**

STONEWARE TANKS

The few 42-inch Stoneware Tanks on hand are offered at bargain prices in order to make room for other stock. These are new tanks in their original crate and are the kind we have used in our own Finishing Department for the past 16 years without replacement or special attention. The bargain prices include a substantial reduction from the original.

	Inside Measurements			*Bargain Price*
	Length	*Width*	*Depth*	*Each*
2—18 gal.	10½ in.	9½ in.	42 in.	$21.00
5—24 gal.	14 in.	9½ in.	42 in.	27.00

A year to pay.

3¼x4¼ Graflex, Series C, with 6½-inch Cooke F2.5 lens and case and Focus Panel.

Bargain Price **$145.00**

4x5 Graflex B with F4.5 B. & L. Tessar, 6 Plate Holders and Case..... ..... **$57.50**

3¼x4¼ R. B. Graflex with case and adapter. No lens.

Bargain Price **$75.00**

4x5 Auto Graflex with Xenar F4.5 lens, 27 cm., film pack adapter and focus panel.

Bargain Price **$129.50**

4x5 R. B. Series B Graflex with film pack adapter. No lens.

Bargain Price **$47.50**



Window Display Cards as shown in the illustration. Printed in 3 colors. Size, 27x29 inches.

Bargain Price ..... **$ .49 each**

Wood Sink in perfect condition. Size 18x48x5 inches inside measurement. Complete with drain connections ready to be connected with plumbing. Has been in use only a few months and will reach you in condition ready to be connected.

Bargain Price **$5.00**

Six 4x5 Graflex Plate Holders with film sheaths.

Bargain Price ..... **$2.00 each**

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Description and illustration of any article gladly sent on request.

Beattie Maxipan Studio Lamp. Latest model. Condition like new.

Bargain Price $95.00

Vertex Enlarger with F6.3 lens. Designed for 35 m/m negatives and will enlarge to 8x10. Slightly shop-worn.

Bargain Price $22.50

Duplex Jr. Twin Arc Lamp with case and stand. A good lamp for Home Portrait or Commercial use, or proofing.

Bargain Price $22.50

6½x8½ HEAVY PRINT FRAMES With Glass

Bargain Price ..... 70¢ each

5x7 Korona Series IV Camera with R.R. lens, six plate holders and case.

Bargain Price $21.50

CARBONS

We offer a miscellaneous assortment of carbons at a uniform bargain price.

7 m/m x 12 inch White Flame
8 m/m x 12 inch White Flame
6 m/m x 6 Panchromatic

Bargain Price, any size, 2c each

Sept Camera—35 mm. F3.5 lens—3 Magazines in Case..... **$29.50**

Self-Registering Maximum and Minimum Thermometer, complete with horseshoe magnet. Finished in black; white scale for setting.

Bargain prices:
8 inch **$3.25**
10 inch **3.75**

CHRISTMAS STOCK PAPER

An assortment of 4¼x5½ double weight Azo is available in 2-dozen and 1-gross packages. Fresh stock. Send for list.

3¼x4¼ Series D Graflex with 6-inch Zeiss Tessar lens and case. Film pack adapter is included.

Bargain Price $98.50

4x5 Auto Graflex with Voigtlander Dynar F6 lens, 12 inch, with magazine and focus panel.

Bargain Price $98.50

4x5 R. B. Graflex with 10-inch F4.5 Kodak Anastigmat lens and film pack adapter.

Bargain Price $140.00

3¼x5½ Graflex with 5x7 B & L Tessar, 1C, adapter, case and holder.

Bargain Price $45.00

Pako Washer with 110 volt AC motor. This is the large size washer and is in good mechanical condition.

Bargain Price $65.00

Good Lenses for Less

		Speed	Focus	Shutter	List	Bargain
190I	Vitax	F3.8	16″	Studio	$186.00	$85.50
106A	Ilex Paragon	F4.5	12″	no	130.00	80.10
12C	Adon Telephoto			no	42.50	17.55
150D	Goerz Dagor	F6.8	4¼″	Compound	55.00	24.30
16I	Cook Cine	F3.5	1″	no	35.00	12.60
16J	Wollensak W.A.	F9.5	6¼″	no	65.00	26.10
18F	Xenar	F3.5	7⅛″	no	72.00	58.50
28J	Tessar	F2.9	3″	no	90.00	40.50
30D	Sterling W.A.	F16	7″	no	35.00	8.10
32B	Protar V	F18	7 3/16″	no	39.00	17.55
162I	Protar IV	F12.5	6 1/16″	Volute	58.00	15.75
32I	Ilex Port	F3.5	10″	no	90.50	51.75
36F	Velostigmat Ser II	F4.5	6″	no	37.50	18.90
36H	Heliar	F4.5	14½″	no	170.00	85.50
130B	Barre Portrait	F5	6″	no	21.00	11.25
38C	Tessar IC	F4.5	7 7/16″	no	48.00	31.50
164J	Velostigmat 1A	F6.3	12″	Optimo	131.00	60.30
38J	Protar	F6.3	12.5″	no	74.00	40.50
42K	Dallmeyer Cine	F2.9	2″	no	75.00	43.00
44B	Cine Kodak	F4.5	3″	no	38.50	27.50
44C	Cook Cine	F3.5	2″	no	61.60	57.50
44F	Tessa IC	F4.5	7 7/16″	no	48.00	31.50
44G	Citrona	F6.8	4¾″	no	25.00	7.75
46B	W. O. Co. Cine	F2.7	15mm.	no	45.00	29.00
46C	K. A. Cine	F2.7	15mm.	no	45.00	25.00
46G	Dallmeyer Anast.	F2.9	3″	no	60.00	35.00
166H	Dagor	F6.8	7″	Volute	90.00	45.00
166K	B. L. Zeiss	F4	7″	Compound	108.00	65.00
168A	Protar VIIA	F7	7″	Compound	108.00	76.00
46I	Leitz Elmar	F6.3	10.5″	no	58.50	38.50
48A	Dogmar	F4.5	6″	no	60.00	25.00



ere's What the New Film Does

ONE desk lamp with 60-watt frosted bulb was the only light in the room where this portrait was made. Exposure, 1 25 second; *f*.6.3 lens; 8 x 10-inch Super Panchro-Press Film. The result shows the speed and quality of this new Eastman film. Eastman Kodak Company, Rochester, N. Y.

ASTMAN

ER PANCHRO-PRESS FILM FOR BETTER NEWS PICTURES

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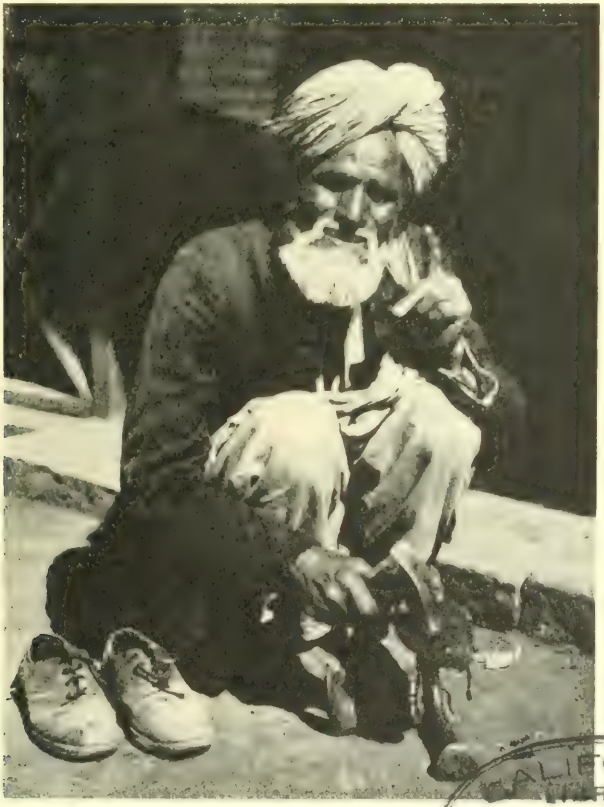
YOU will be pleased with the brilliance of Kodabrom's rich black tones... its latitude in exposure, and speed of development... the ease with which it is processed. Made in seven grades, each in four stable contrasts. If you haven't used Kodabrom, place an order today. Eastman Kodak Company, Rochester, N. Y.

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Published Monthly in the Interests of Professional Photography

VOL. XIV AUGUST, 1938 NO. 8

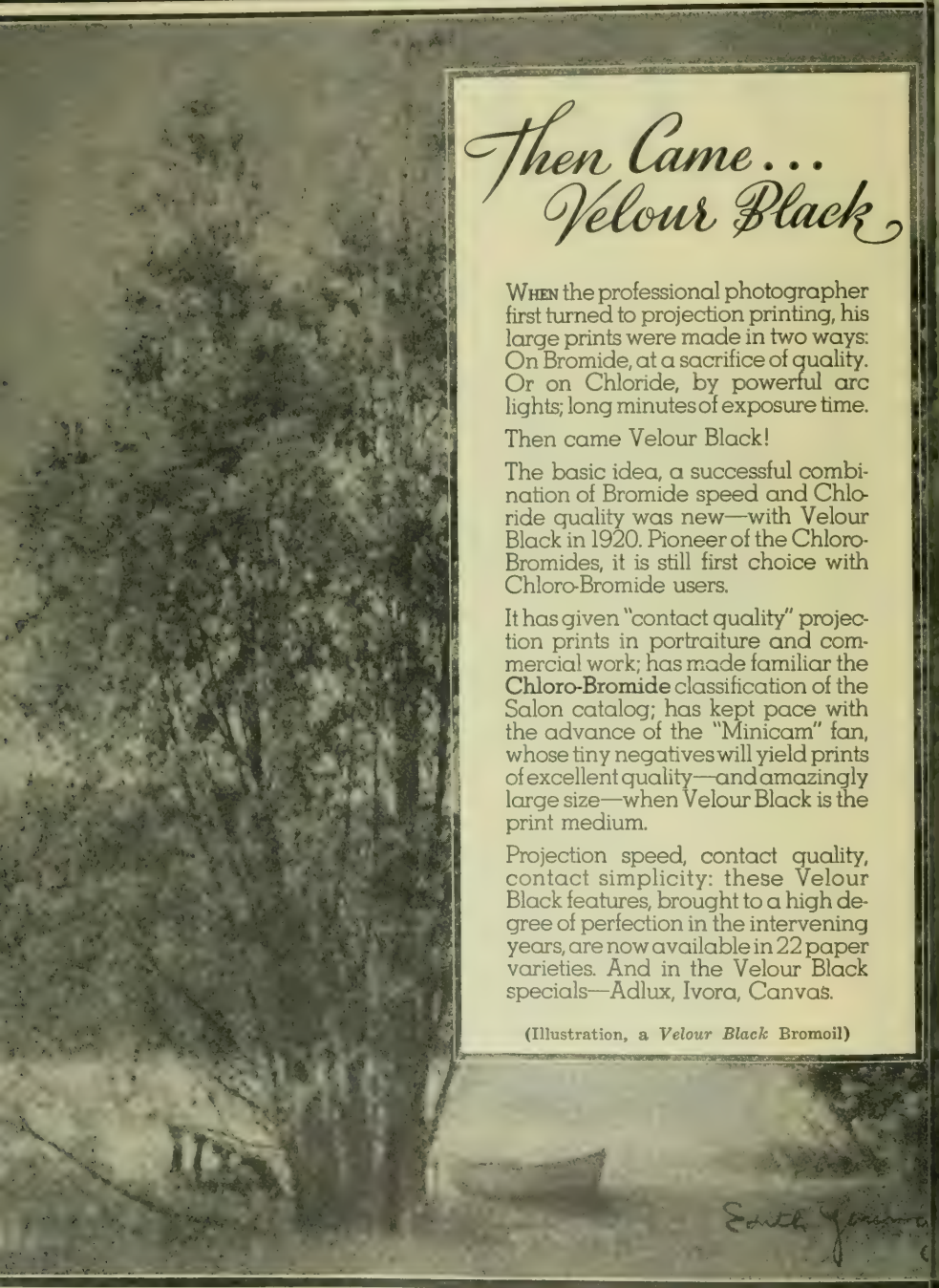


"The Cobbler"

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Velour Black ★ for prints by projectio



Then Came... Velour Black

WHEN the professional photographer first turned to projection printing, his large prints were made in two ways: On Bromide, at a sacrifice of quality. Or on Chloride, by powerful arc lights; long minutes of exposure time.

Then came Velour Black!

The basic idea, a successful combination of Bromide speed and Chloride quality was new—with Velour Black in 1920. Pioneer of the Chloro-Bromides, it is still first choice with Chloro-Bromide users.

It has given "contact quality" projection prints in portraiture and commercial work; has made familiar the **Chloro-Bromide** classification of the Salon catalog; has kept pace with the advance of the "Minicam" fan, whose tiny negatives will yield prints of excellent quality—and amazingly large size—when Velour Black is the print medium.

Projection speed, contact quality, contact simplicity: these Velour Black features, brought to a high degree of perfection in the intervening years, are now available in 22 paper varieties. And in the Velour Black specials—Adlux, Ivora, Canvas.

(Illustration, a *Velour Black* Bromoil)

DEFENDER PHOTO SUPPLY COMPANY, INC.

ROCHESTER, N.Y.

THE FOCUS

Prepared and Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE

239 Grant Avenue, San Francisco

The Largest Independently Owned Photo Supply House in the West

OL. XIV AUGUST, 1938 No. 8

Introducing—



SIMON M. HURST

. . . . *Madera*

Mr. Hurst was born in Saint Marys, Missouri. His parents are farmers and rather recently purchased a larger farm. As a boy he wanted to be a soldier. He actually applied for an enlistment in the Army, with the special object of taking up his study of radio communication, but was told that there was no opening in which he could be placed so he abandoned the idea of an Army career. In 1925 he came into possession of a camera which fascinated him to the point of deciding what his future career would be.

Today he is the owner of his first studio, which is located in Madera. He considers a camera operator an outstanding person with unusual opportunities. However, we are inclined to believe that some day his farming heritage will assert itself and he will retire to a farm of his own selection. The fact that his father owns 260 acres in Northeast Arkansas, and generations of farmers preceding him, is bound to leave a permanent impression. He has been in California since his 19th birthday.

Mr. Hurst is a member of the Lions Club and his special hobby is fishing. He believes that in addition to artistic and technical knowledge, the man behind the camera should always wear a smile.

TODAY

"It is a gloomy moment in history. Not for many years—not in the lifetime of most men who read this—has there been so much grave and deep apprehension; never has the future seemed so incalculable as at this time. In our own country there is universal commercial prostration and panic, and thousands of our poorest fellow-citizens are turned out against the approaching winter without employment, and without the prospect of it.

"In France the political caldron seethes and bubbles with uncertainty; Russia hangs as usual, like a cloud, dark and silent upon the horizon of Europe; while all the energies, resources and influences of the British Empire are sorely tried, and are yet to be tried more sorely, in coping with the vast and deadly disturbed relations in China.

"It is a solemn moment, and no man can feel an indifference—which happily, no man pretends to feel—in the issue of events.

"Of our own troubles (in the U. S. A.) no man can see the end. They are, fortunately, as yet mainly commercial; and if we are only to lose money, and by painful poverty to be taught wisdom—the wisdom of honor, of faith, of sympathy and of charity—no man need seriously to despair. And yet the very haste to be rich, which is the occasion of this wide-spread calamity, has also tended to destroy the moral forces with which we are to resist and subdue the calamity." (See page 14.)



YOU won't have to thank a lucky star for the added sales . . . and profit . . . that *Gross* Mountings bring to you . . . because that is their business.

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Wholesaling to the Consumer

REPRESENTATION as a wholesaler in offering merchandise to the public, either as individuals or as members of mutual buying clubs, is hit by a decision of the United States Circuit Court of Appeals for the Second Circuit on June 6, 1938. This decision upholds a Federal Trade Commission Cease and Desist Order against a New York firm. The order directed the respondent to refrain from representing itself as a wholesaler in various classes of its business, as follows:

"(1) Sales to industrial concerns, public utilities, banks and other similar organizations of articles not for resale but for use by such organizations where the sales are not in quantity lots;

"(2) Sales to industrial concerns, public utilities, banks and other similar organizations buying merchandise not for resale but for the benefit of their employees;

"(3) Sales to mutual buying clubs maintained by fraternities, colleges or universities and to the employees of industrial, public utility or similar organizations of articles purchased for the purpose of obtaining benefits in price and otherwise of such buying, where the merchandise purchased by such purchasers is not resold, but is applied to their own use, or to the use of members of such organizations;

"(4) Sales in any other manner to an individual or individuals purchasing for their own use and not for resale, and sales to an individual or individuals for the use of such individual or individuals as owner or owners of industrial organizations carried on by them, when such sales are not in quantity lots."

"PHOTOGRAPHY BY POLARIZED LIGHT"

This new book on the subject of polarized light in connection with photography describes the various types of Pola-Screens available, discusses the effects produced by their use, and illustrates by drawings and photographs the points covered.

It also tells of the type of negative materials to be used when employing Pola-Screens, exposure time, filters, and accessories.

"Photography by Polarized Light" - - - - $ .50

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• • • GRIPPIT, a special adhesive that holds with a sinewy grip, yet cannot wrinkle paper. New larger tube, 25c.

Bausch & Lomb Develops New Photographic Lens

A NEW photographic lens, called the Metrogon, which enables a single photograph taken straight down from an airplane to show three times as much area as has previously been possible from the same altitude, was shown here today by engineers of Bausch & Lomb Optical Company.

The importance of the lens in aerial photography and mapping work was explained by company engineers who said it had previously been necessary to fly higher in order to cover more ground, but that haze and other factors, introduced by high altitude, reduced sharpness and accuracy in aerial mapping. With the new Metrogon fitted to the camera, a plane can photograph three times as much ground without flying any higher or farther than has been necessary with the average lens previously used.

While lenses covering wide angles are not new, the combination of the very wide angle with sharpness and freedom from distortion at the relatively high speed of f6.3 is regarded as an optical achievement. The Metrogon covers 90 degrees of field and has a focal length of five and a quarter inches.

Such is the definition it gives that a photograph made from a height of one mile can show separate railroad ties anywhere within a two-mile circle beneath the plane, tests in the company's Scientific Bureau have disclosed. The fineness of detail, which the new lens can record at the center of the picture, is limited only by the graininess of the plates and films. Distortion, present in all photo lenses, has been almost completely eliminated in the Metrogon. This is the fundamental aberration which causes the weird elongation of faces at the ends of the front rows in banquet pictures.

In a photograph from which a map is to be made such distortion is very objectionable. Since such distortion ordinarily becomes pronounced with increasing angle covered by the lens, its correction was the major obstacle to be overcome in the design of the lens, company engineers declared.

(Reprint of article appearing in Rochester Commerce)

Univex Pan Film

DISTRIBUTORS of film for Univex box cameras will be interested to know that we can now furnish Univex Panchromatic film for these cameras at price of 15c a roll. We therefore offer the Orthochromatic and Panchromatic grades and you will probably find demand for both.

Inasmuch as a certain amount of time is required to sell a 10c roll of film it is suggested that you convert these sales into 15c sales with no increase in time and better pictures for your customer.

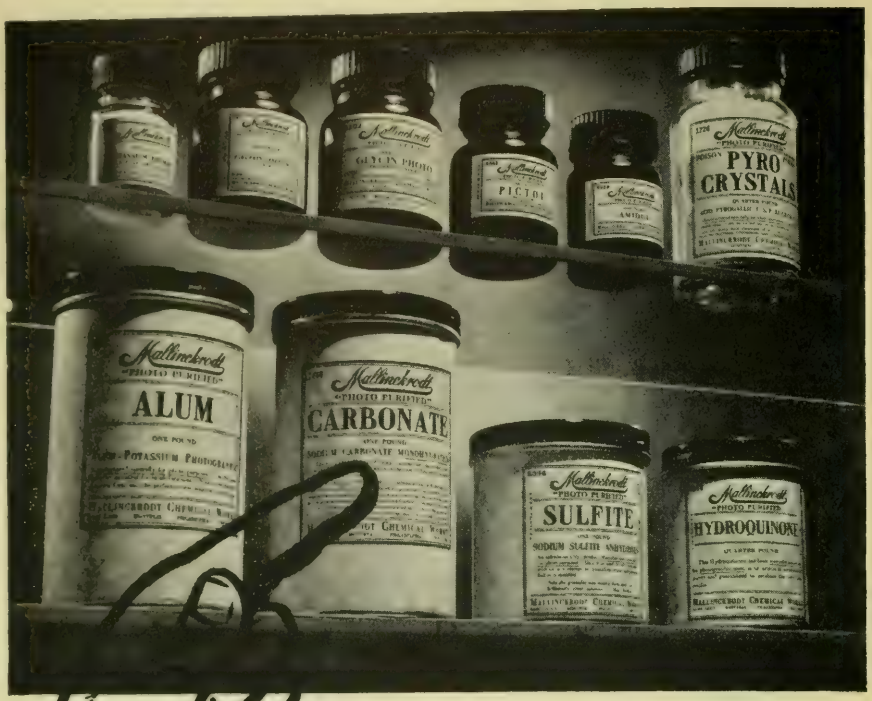
Blue Celluloid

THERE will be times when you will want to make prints from dense negatives, probably at the very time when you cannot take time to reduce the density of the negatives by a chemical process. That is when a piece of blue celluloid will be very timely.

The celluloid we have in mind is of excellent quality, frosted on one side with a finish that will resemble the frosted side of a ground glass. The color of celluloid is blue. Place the celluloid between your negative and paper and it has the same effect upon your negative as chemical reduction.

Blue semi-transparent celluloid is available in various sizes:

5x 7	$ .15
8x10	.35
11x14	.75
20x25	1.50
20x50	2.50



Take any one of the Line

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for instance . . . . .

Like the rest it is Photo-Purified through 71 years of improvements. It is MONOHYDRATED, stable, uniform —making crystal-clear solutions. The line is chemically and physically perfected and packed in improved useful containers. Specify emphatically—"MALLINCKRODT."

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CHEMICAL WORKS

"How's Business?"

THE state of the weather as a perennial subject for keeping the conversational ball a-rolling is being outdistanced these days by the query: "How's business?"

We can remember when this latter topic of conversation was only a very bad also-ran in the conversational race, trailing behind such subjects as women's fashions, the current baseball campaign, and who might be the leading contender for the heavyweight boxing throne. And there was a good reason for this. In those days the usual answers made to a question on the state of business were good, bad, or indifferent.

Today, the query "how's business" is seldom answered by one of these simple statements. Such a query is merely the jumping off place for a discussion centering around labor trends, public and industrial relations, current proposed social legislation, and numerous new "isms."

Such discussions are not held just because it has become fashionable to talk in such terms. They are an outward manifestation of a fundamental change.

In former times a business grew and prospered in direct proportion to its ability to give a full measure of value in terms of the merchandise it had to sell. Today, while that is still the basis for successful operations, a business, in addition, must justify its right to existence on the basis of what it accomplishes for society. And every act that a business performs must be motivated not merely from a profit angle, but also from the standpoint of benefiting society.

In short, business today has definite social responsibilities which it must meet, and which it must demonstrate to the public that it is meeting. And this is not a job that can be handled by a few progressive leaders. It is a job that must be assumed by everyone connected with business today right down to the office boy who has an ambition to some day attain leadership.

The greatest difficulty is, of course, in gaining a thorough understanding of the problems involved and of methods which are being used successfully to solve them. In this connection, it seems highly advisable that business leaders who have had the most contact with these new responsibilities of business should sit down together and discuss them and their possible solutions, and that basic information thus brought out should be given wide dissemination.

Information Available

In the meantime, much valuable material has already been made available to us through a number of excellent books. Unfortunately, however, all of the good books in the world on this subject can do no good unless they are widely read, and it is a fact that too few of us take time to read anything but economic bulletins and digests.

All of us in business must become better informed if we are to carry on successfully the critically important job of demonstrating the good that business has done in the past and can accomplish in the future. Business by long neglecting to do this job of keeping the public informed has allowed agitators and crack-pot theorists to gain the ear of the American people.

Such agitators have succeeded in overthrowing governments in other parts of the world. But, through concerted effort we can meet economic fallacies with economic facts and destroy at the source any possibility of America as a nation being led into chasing economic will-o-the-wisps.

—*Power Specialist.*

Gevaluxe
Velours

THIS new, *patented* paper is so totally different from any other that it beggars description. To appreciate its revolutionary character, you must inspect an actual print, and see for yourself the extraordinarily stereoscopic effect which Gevaluxe lends to a picture. Prints may be seen at Hirsch & Kaye's, San Francisco.

The Gevaert Company of America, Inc.
6368-70 Santa Monica Boulevard
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New York—Chicago—Toronto

Hirsch & Kaye carry all Gevaert Products

Eastman Printer No. 5

EASTMAN Printer No. 5 is a new contact printer which will accept film or glass negatives up to 5x7 inches. Four metal masking strips make possible the production of prints up to 5x7 inches. Maximum paper size accommodated is 10x12 inches.

Printing is done by four 25-watt or 40-watt standard Mazda lamps (price 15 cents each). Lowering and raising of the platen automatically turns on and off the four printing lamps. A 10-watt ruby pilot lamp is included.

Other features are the soft rubber studded platen and a ground glass to diffuse light.

Eastman Printer No. 5 . . $32.50 List

Eastman Pola-Screen Type II-B

EASTMAN Pola-Screen Type II-B, for use over the light source, is mounted in a metal frame between flexible sheets of transparent material. This makes the Pola-Screen more durable and effects a great reduction in weight over the former Type II Pola-Screens (listed on page 13 of the Professional Price List), which are hereby discontinued.

Accessories—Holder, Stand, and Light Baffles, for the former Type II are to be used with the Type II-B. They are also listed on Page 13 of the Professional Price List.

Eastman Pola-Screen Type II-B, 12x12 inches $22.50

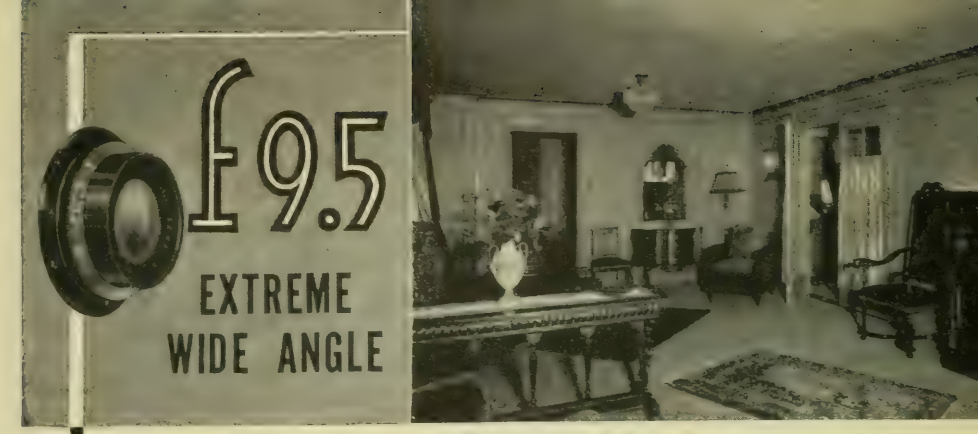
The new Type II-B Pola-Screens have slightly more favorable transmission characteristics, which permit slightly shorter exposures to be made than when using the former type.

Eastman R-P Periapical Dental Film

(Rapid Processing)

THIS film, as the name implies, may be processed more rapidly than our other dental films. It is fully developed in two minutes at 65 degrees Fahrenheit and may be processed satisfactorily at any temperature between 60 and 80 degrees Fahrenheit with proper change in time.

This film is double coated like Radia-Tized, which has been accepted as the standard dental film by the profession. The same exposure time may be used so that this film may be adopted by those using Radia-Tized Dental Film with no changes in exposure technic. All of the desirable qualities of Radia-Tized Dental Film have been retained. There has been no sacrifice in radiographic quality in introducing these advantages and the results obtained are entirely comparable. They are supplied in the same size package and at the same prices as Radia-Tized Dental X-ray Films.



FOR INTERIORS, BANQUETS, FLASHLIGHT WORK

● Here's the lens to use when cramped for space—Wollensak Series III Velostigmat *f9.5*. (Covers an angle of 90°.) Yields sharp, brilliant negatives with virtually no distortion. Stopping down necessary only to increase depth of focus. Due to exceptional speed is ideal for focusing in dimly lighted interiors, outdoor snapshots, flashlight work. Made by *lense specialists* (since 1899).

Series IIIa *f12.5*—the inexpensive wide angle. Combines speed, extreme angle, reserve covering power at a very moderate price.

Try either of the above lenses—at our risk. Details of trial-offer plan on request.

Write for FREE Book!

WOLLENSAK OPTICAL COMPANY

ROCHESTER, N. Y.

WOLLENSAK

How To Apply Varnish To Negatives

FIRST be sure your negatives are thoroughly dry. If heat is applied to dry the negatives, let the negatives become thoroughly cooled. Dust the negative with a camel hair brush.

Hold the negative in a horizontal position balanced on the fingers of one hand. Pour a pool of varnish on the center of the negative. Use plenty of varnish. Let the pool spread of its own accord. Now incline the plate so as to cause the varnish to flow into first one corner and then another until all four corners, as well as the center, have been covered. Pour back into the bottle any excess varnish that may remain.

To avoid overflow of the varnish restore the negative to a level position just before the pool of varnish actually reaches the several corners. When pouring the excess varnish back into the bottle rock the negative from side to side so as to avoid streaks. Then permit the varnish to dry by placing the negative on edge on a piece of blotting paper.

"Cobbler"

Here is one of the many outstanding Graflex pictures made by Dr. Richard L. Sutton, popular author of "The Long Trek", "Tiger Trails in Southern Asia", "An African Holiday" and the more recent "An Arctic Safari". Dr. Sutton, whose home is in Kansas City, has traveled over a large part of the world in his search for interesting stories and pictures. He made the above photograph with a R.B. Series D. Graflex. In fact, Dr. Sutton relies entirely upon Graflex-made cameras for the pictures with which he embellishes his writings.

"Thank You"

AMERICANS in London always remark the "thank you" that is a part of the most trifling transaction. It's "thank you" when you buy a newspaper, pay a bus fare, enter an elevator, or write your name in a hotel register.

The "thank you" spirit is less common in this country, in fact it is so uncommon that efficiency experts frequently recommend it as a device for attracting favorable attention to an enterprise, such as selling newspapers or operating a bank.

In our democracy the "thank you" probably was dropped because it was thought to smack of servility. In England servility is demanded from tradesmen and servants.

Out of this situation a neat bit of psychology can be developed. Because the "thank you" is so infrequently heard here, it has an unusual goodwill value. The American is deeply pleased by any recognition that his trade is appreciated. He will walk miles to hear a head-waiter call him by name, or to have a check-room girl acknowledge his tip. If a cab driver said "thank you", a New Yorker would faint.

Good manners will often sell goods when cheapness and quality fail to move them.

For Almost 50 Years

The Hammer Dry Plate and Film Company has been manufacturing photographic materials for nearly 50 years. Experience gained in catering to the wants of the professional photographer over such a long period is bound to be reflected in any new products this firm may place on the market. Perhaps that is why Hammer's newest product, "Portrait Ortho", achieved such quick success.

NEW EDWAL PRODUCTS . . .

In keeping with their established policy of furthering the new methods of film and paper development, The Edwal Laboratories present four new photo-chemical products with directions and formulas for their use.

Edwal C. H. Q.

Chlorhydroquinone, also known as Adurol, etc. This new Edwal chemical is a pure white developing agent made in the Edwal plant under rigid control. One of its outstanding advantages is that it prevents the occurrence of "aerial fog" which appears when prints are removed from the developer for inspection. Four new formulas are given.

PRICES:

1 oz.	$ .50
4 oz.	1.75
8 oz.	3.00
1 lb.	5.50

Edwal 111

A prepared paper developer containing Metol, Monazol, and C. H. Q. It produces tones similar to the famous Edwal 102 but is faster acting and more economical. Edwal 111 is the latest advance in scientific paper processing and we believe it to be the best all-round developer ever offered to the public.

PRICE:

EDWAL 111, quart bottle....$1.25

One quart makes five to eight quarts of working solution.

Edwal Catechol

Chemically pure pyrocatechin. Recommended for development of negatives, particularly for color separation work. Can also be used for paper development if a suitable restrainer such as Nitrazine is used:

PRICES:

1 oz.	$ .60
4 oz.	1.80
1 lb.	5.90

Nitrazine

For cold blue-black tones. Nitrazine is a new chemical product which is added directly to the developer in place of part or all of the potassium bromide. Nitrazine inhibits fog, insures clear whites and causes the production of dense cold black tones with metol-hydroquinone or metol-C. H. Q. formulas such as Edwal 110. Nitrazine prolongs the useful life of the developer and allows greater variation of developing time without fog or stain. Nitrazine is especially recommended for copy processes because of the dense blacks and clear whites that can be obtained. One ounce is sufficient for ten to forty gallons of developer.

PRICES:

1 oz.	$1.25
4 oz.	3.90
1 lb.	12.50

Order Today from **HIRSCH & KAYE**

TODAY

(As printed on Page 3.)

—*This article is reprinted from Harper's Weekly, Vol. 1, Page 642 of the issue dated October 10, 1857.*

PHOTORECORD

FOR years, business has felt the need for an efficient, yet inexpensive, method of preserving records, correspondence, checks and the like in space-saving form at low cost. And now with the necessity of keeping Social Security records and employee insurance data, the need has become even more evident. Microphotography has filled this need by making it possible to record such material on film. And a new invention called the Photorecord, manufactured by Folmer Graflex Corporation, Rochester, N. Y., places this service within reach of anyone desiring it.

This new instrument promises to be a boon to every type of business. It enables the contents of *thirty-two* filing cabinet drawers to be filed in *one* drawer in film form. And the 35 mm. acetate film used will last as long as record paper of highest quality. Also, by recording such material on film, duplicates and enlarged prints may be made easily and economically.

For business concerns, banking houses, advertising agencies and similar organizations, the Photorecord serves: to preserve valuable records; to duplicate monthly statements, making possible a "single entry" system; to film checks and correspondence for more perfect control; to automatically record delivery information; to make employee pictures and identification passes easily, quickly and at extremely low cost; to film transit checks; to film ledger and other bound volume records; to copy advertising layouts and dummies, and in a multitude of other applications.

The ability of the Photorecord to make identification pictures in addition to its many other capabilities makes it a most valuable unit for many types of business. It affords an easy and inexpensive method of identification and personnel control so that employees' pictures and identification passes may be made with ease and economy.

The Photorecord itself is a comparatively simple and easily understood mechanism. It is compact, completely portable camera apparatus weighing only 42 pounds when packed. In it is combined everything necessary to photograph anything occupying a relatively flat plane up to and including a full newspaper page and record it in miniature form on a strip of film that takes up but a tiny fraction of the space occupied by the original. And it will produce 800 double frame pictures and 1600 single frame pictures on a single loading of 100-foot 35 mm. film.

The actual operation of the unit is effected by a convenient foot pedal which enables the hands to be left free to handle the subject being photographed. Each time the pedal is pressed down, the film is positioned, the lights are turned on from half to full photoflood intensity and the shutter is actuated. So simple is its operation that speeds of from 500 to 1000 exposures per hour may be made.

A removable film magazine is provided on the Photorecord to facilitate loading and unloading. The film itself comes in daylight loading cartridges containing 100 feet. A counter is mounted as an integral part of the magazine affording a constant measure of film consumption. After inserting the dark slide the magazine may at any time be taken into the

(Continued on page 17)

"Sussman Mounts are Paramount"



VAUGHN EASELS

Here's another of the NEW 1938 STYLES, which the SUSSMAN CO. is offering through your dealer. When you use this line, you are not only getting the best that is to be had in stocks and workmanship, but in fine styling, and in addition, this line is made in the horizontal sizes, in the sizes which will help you to use just one line for your entire school work.

Gloss Coated Stocks Serrated Edge Underlay
Gray and Silver Neutral and Gold
3-Piece Slip-Under Easel
Large Outside Sizes

Outside Size	*Print Size*	*Price per 100*
4 7/8 x 6 5/8	3x4	**$ 6.00**
5 3/8 x 7 5/8	3x5	**7.50**
6 7/8 x 6 1/8	5x3 GR.	**8.00**
6 1/8 x 9	4x6	**9.00**
7 7/8 x 6 3/4	6x4 GR.	**9.50**
7 1/8 x 10 1/8	5x7	**10.00**
8 7/8 x 7 5/8	7x5 GR.	**10.50**

BRANDON EASELS

Modern technique, expertly applied, is evident in this new line of easels, which represents just one of the new, fine lines which the SUSSMAN CO. is offering to the photographic trade for the NEW SEASON OF 1938.

Gloss Coated Stocks Serrated Edge Underlay
Oversized
Gray and Silver Neutral and Gold

Outside Size	*Print Size*	*Price per 100*
4 7/8 x 6 5/8	3x4	**$ 6.00**
5 3/8 x 7 5/8	3x4 1/2	**7.50**
6 1/8 x 9	4x6	**9.00**
7 1/8 x 10 1/8	5x7	**10.00**



Manufactured by A. SUSSMAN & CO., Philadelphia, Pa.

Remember . . .
We will sell you ***any*** quantity of these mounts in any size.

Order from
HIRSCH & KAYE

IN STOCK FOR IMMEDIATE SHIPMENT

Photorecord

(Continued from page 15)

darkroom for removal of exposed film even though the complete roll has not been exposed.

The complete portability of the equipment makes it ideal for use in various locations. The outfit, when packed in its carrying case, weighs only 42 pounds, and may be carried as easily as a suitcase. Thus the operator can take the camera wherever he goes and obtain exact photographic copies of the material he desires.

Because the unique advantages and benefits obtained with this instrument are equally valuable in many different fields of endeavor, nationally and internationally known research institutions, industrial firms, governmental agencies, libraries and historical societies are already numbered among Photorecord users. Thomas A. Edison, Inc., is using it to photorecord all of Thomas Edison's old notebooks in order that the wealth of scientific data contained in them may be available to all of the company's research workers. At present these priceless pages are disintegrating through age.

The Nash Engineering Company is photorecording its engineering drawings, tracings and blueprints. These films will be deposited in a bank vault so that in case of fire, or destruction of original drawings, the film records will be available.

An abstract company in the West is photorecording all records in county courthouses to obtain complete records for their own files and for sale to others. Historical societies find the Photorecord a "natural" for recording and preserving priceless old volumes and historical documents. The W. P. A. Historical Records Survey, the Historical Society of Pennsylvania and the American Philosophical Society are using it for this work.

Many libraries have to sweep their reading rooms three or four times daily because of the fragments of paper dropped from the older volumes and are more than glad to find an instrument that will preserve such volumes, yet make them available to the general public. The New York Public Library, the Boston Public Library and the Yale University Library are among the many institutions using the Photorecord.

The National Parks Service is using this instrument to record local history data at its large parks. The University of Texas, the Peabody Institute and Harvard University use it to photorecord early records, old volumes and books.

The National Geographic Society used a Photorecord to record temperature readings, atmospheric pressure and other scientific data on its eclipse expedition to Endiberry Island this past summer.

So far-reaching are the applications of photorecording that one can even envision the use of the Photorecord for recording every day books on film. Who knows but that in not too distant future, the modern home library will contain not book-cases filled with books but small, neat cabinets containing films upon which books are recorded. All this, however, is in the realm of imagination. The real worth of the Photorecord lies in its immediate application to the scientific, scholastic, literary and commercial fields.

Hirsch & Kaye are franchised distributors for Photorecord.

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Do you know that there are more automobiles in the United States than there are bathtubs? There is one auto for every 4.5 persons, compared to one bathtube for every 6.3 persons.

MERGON—The Cold Enlarging Light

MERGON is the ideal light source for all enlargers. It differs fundamentally from ordinary incandescent bulbs both in operating principle and quality of light emitted. The actual light source consists of a filamentless grid of glass tubing, closely spaced, containing mercury vapor and argon gas.

Chloride, bromide, and chloro-bromide papers are practically color-blind, being sensitive mainly to ultra-violet and blue and falling off rapidly in the green part of the light spectrum. So your exposure of printing papers is done mainly by the blue section of your printing light. The Mergon closely matches the sensitivity curves of the papers, emitting mostly blue light with a little green and no yellow, red, or HEAT. The inherent advantages of Mergon now become apparent. In the first place it appreciably cuts exposure time. Mergon does not increase contrast as much as ordinary light.

Another advantage of the Mergon is cold operation. It may be left on continuously for hour after hour, yet the opal glass does not even get warm. No heat can be felt at a distance of one inch. No moisture precipitation on the glass negative-holders with its resulting refraction circles on the print. All heat dangers to the negative such as softening of the emulsion or sticking to the negative carrier are eliminated. The negative may be left in the enlarger with the Mergon turned on all day with perfect safety. Negatives will not warp.

The image projected on the easel with the Mergon, although not as visible as that obtained with Photo-floods or other incandescent lamps, is bright enough for composing and focusing enlargements up to about thirty diameters with an F4.5 lens. The image remains undimmed when the yellow safety filter is swung into place, allowing the sensitive paper to be positioned without turning off the enlarger. It is not necessary to hurry, as the yellow filter effectually cuts out the actinic light. It takes the Mergon about one minute to reach maximum brilliance after it is turned on, so exposures should not be made by switching the light on and off. One simple method is to use a piece of opaque material like cardboard. Hold the cardboard close to the lens, remove the yellow filter if one is used, or turn the Mergon on if not, and start the exposure by pulling the cardboard away when the lamp reaches full brilliancy. Exposure may be ended by replacing the filter or by turning the enlarger off.

If your enlarger is equipped with either one or two condensers the Mergon should be positioned as close to the first condenser as possible (about 1/8 inch is right). If your enlarger has any diffusion plates they should be removed, as the Mergon light is perfectly even.

The life of the Mergon is at least 2000 hours. In tests, no decrease of efficiency is noticeable at 10,000 hours and some lamps have gone much longer. The low cost and long life of the Mergon make it the most economical as well as the most efficient of enlarging units.

Mergon—Model A for Negatives 2¼x2¼ or Less, Complete	$15.00
Mergon—Model B, 5x7, Complete	29.50
Mergon—Model C, 8x10, Complete	35.00

Model B will readily fit Elwood Enlargers

Three New Guides

THE Kodak Outdoor Guide for Plus-X Panatomic-X and Super-XX is a dial type calculator which quickly computes the proper exposure for any of these films in daylight. The back of the guide computes the proper aperture to be used at 1/100 second with these films and filters or Pola-Screen.

The Kodak Indoor Guide for Plus-X Panatomic-X and Super-XX, with its dial calculator shows a choice of apertures and shutter speeds at a variety of distances for two No. 1 Photoflood lamps in Kodak Handy Reflectors. The guide also computes for a series of distances proper apertures for one No. 7 or one No. 10 Photoflash lamp.

The Kodak Outdoor Filter Guide shows, with a dial calculator, the correct shutter speed at any desired aperture for the popular filters with the more widely used Kodak Films, after the exposure has been determined without a filter. The back of the guide pictures a number of the commonest filter applications with a recommended filter for each. This supplements the Wratten Filter Guide announced in the June Trade Circular, which deals with the use of filters to secure color contrast.

	List
Kodak Outdoor Guide for Plus-X, Panatomic-X, and Super-XX, pkg. of 6	$.60
Kodak Indoor Guide for Plus-X, Panatomic-X, and Super-XX, pkg. of 6	.60
Kodak Outdoor Filter Guide, pkg. of 6	.60

Suggested for resale.

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Color Printing with Eastman Washoff Relief Film

This is the name of a new booklet, sent on request to those who are interested in color prints. Copies can be obtained from Hirsch & Kaye.

Kodak Miniature Film Assortment

THE No. 452 Kodak Miniature Film Assortment consists of the following new Kodak Films in a handy little counter displayer.

The cabinet is 8½ inches wide, 13½ inches high, 2½ inches deep and, packed for shipment, weighs approximately 5 pounds. Included with each Assortment is a schedule of miniature film prices.

No. of Rolls		List
6	PX135—18 exp. Kodak Film..	$3.60
6	FX135—18 exp. Kodak Film..	3.60
6	XX135—18 exp. Kodak Film..	3.60
6	PX135—36 exp. Kodak Film..	5.70
6	FX135—36 exp. Kodak Film..	5.70
6	XX135—36 exp. Kodak Film..	5.70
6	PX828— 8 exp. Kodak Film..	1.50
6	FX828— 8 exp. Kodak Film..	1.50
6	XX828— 8 exp. Kodak Film..	1.50
		$32.40

Dealer prices apply.

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Congratulations



Mr. and Mrs. Earl M. Cilley are being congratulated on the arrival of Catherine Anne who arrived August 7 with all intentions of remaining with them indefinitely.

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Studio Wanted

Photographer desires a studio near San Francisco Bay or near water. Send information, if you wish to sell, to Box 2396.

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The Auten Studio of Everett, Washington, has been closed and a new studio opened by **A. A. Speers,** the owner. The new studio is known as the Everett Photo Studio and is located at 2919 Wetmore Avenue.

Eastman Stripping Plates

From time to time, there has been a demand for Stripping Plates, especially in the Graphic Arts. We can now furnish, on special order only, Stripping Plate emulsions on the following:

WRATTEN & WAINWRIGHT PANCHROMATIC
WRATTEN & WAINWRIGHT PROCESS PANCHROMATIC
WRATTEN & WAINWRIGHT C.T.C. PANCHROMATIC
WRATTEN & WAINWRIGHT TRICOLOR PANCHROMATIC
EASTMAN INFRA-RED PROCESS
EASTMAN CONTRAST PROCESS
EASTMAN 33
EASTMAN COMMERCIAL
EASTMAN PROCESS

We cannot furnish a Kodalith Stripping Plate. We recommend the substitution of Eastman Contrast Process Stripping Plates if the Kodalith type is requested.

On special order, Stripping Plates will be furnished in the same sizes and packages as the corresponding brand. Prices will be figured 25 per cent in advance of list prices for the corresponding brand.

Improved Style Eastman Indirect Light Boxes

CONSTRUCTION of the single and double Eastman Indirect Light Boxes has been changed so that the lamp socket is moved to the side and lower than its former position; side ventilators are omitted; a channel has been added below the safelight for a sheet of plain glass; a hinge wide enough to cover the opening for the glass has been placed at one end; rings for the supporting chains are now at the sides; and with each single box is supplied a sheet of plain glass, a Series 3 Safelight*, and a 12-foot length of chain (two sheets of glass and two Series OA Safelights* with the double box).

Eastman Indirect Light Boxes 10x12 inches—fitted with safelight (2 with Double), glass, cord and plug, and chains for hanging, but without lamp:

Single Box	$10.00
Double Box	17.50

*On special order, these boxes will be supplied with the Series 6A Safelight at the same prices.

Panthermic Developer

THE Harold Harvey Formula is the outcome of seven years of research and of a series of experiments of which the seven hundred and seventy-seventh evolved the compound Mr. Harvey found he could not improve upon; to which "continuing experiments led back". Mr. Harvey started with no inhibitions, no preconceived notions. Under such circumstances, it is not remarkable that his formula—777—is new. New in principle; new in the reducing agent it employs.

The goal was a developer for the miniature camera enthusiast—a fine grain developer that would be really fine grain, simple to prepare and use, constant in quality of negative, free from the common disadvantages that make for uncertainty of result.

777—Panthermic Developer, now a Defender Product, is that formula. The unit first offered is logically placed at the service of the Minicam fan but the attributes and quality of 777 are equally valuable to all photographers who are precise and particular in the tools they use.

Fine Grain: Very fine, in fact, to use no stronger superlative. With miniature film negatives it expands the potential size of projection prints appreciably. And that advantage is not for the miniaturist alone.

Speed and Gradation need not be sacrificed to obtain fine grain with the 777 formula. You can use the full speed of your negative material, retain fine grain and fine quality, too. With under-exposure, accidental or deliberate, the "build-up" quality of 777 is amazing.

"Panthermic." This coined word —connoting all temperatures—describes a 777 feature which many will rate first in value. The solutions can be used at temperatures up to 90° F. without frilling or softening the emulsion. It is distinctly the developer for hot climates, hot darkrooms, hot summer days. No stop bath is needed and the wash water can be of any temperature.

Softness or Contrast. Used as directed, 777 will develop soft negatives of low gamma or to sufficient negative contrast for the softness of printing mediums.

Simplicity. The preparation for the use of 777 is simple. A two-part unit—Base and replenisher—are dissolved, each in one quart of water. Used according to directions, this unit will process 21 rolls of 35 mm. film, each of which can be developed to the same contrast and speed—without change in time of development. The last roll of negatives will equal the first in quality.

777 negatives are neutral in color, free from dichroic fog or surface image, 777 keeps well, on the shelf or in solution. It is non-staining to the hands.

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Returns After 41 Years

The following was clipped from the Clear Lake Observer:

"For the first time in forty-one years, when he was a travelling salesman who "made" Lake County on his "road" trips, **William Wolff,** sales manager for Hirsch & Kaye, San Francisco, returned here last weekend, as guest of Mr. and Mrs. H. L. Bush, whose vacation home is known as "Bella Laguna". Bush is a representative of the same San Francisco firm.



Years ago, Wolff jogged into and around Lake County on a horse-drawn stage, over mud-to-the-hubs roads or through a similar depth of heavy dust. On his visit he went to Cobb mountain and elsewhere to note the many changes and improvements brought by the years since he was a regular "tourist".

New! Faster! Better!
JACKSON ELECTRIC PRINT DRYER
Dries Prints in FIVE MINUTES

Gives you smoother, better prints at a fraction of the cost of commercial prints. Has many quality features found only in high priced professional equipment. Now offered at a *sensationally low price!*

- ACCOMMODATES TWO 8x10 PRINTS, one 11x14 print, or standard 10x14 Ferrotype tin. Use Ferrotype tin for snap-shots. Either glossy or mat finish obtainable.
- UNIFORM HEAT AND PRESSURE . . . long-life heating element scientifically distributes heat to all parts of platten.
- GENUINE ALCOA ALUMINUM PLATTEN . . . adjustable tension device, Armco steel base, baked Morocco finish, separate connection cord.
- VERY ECONOMICAL . . . consumes less than 300 watts, operates on AC or DC, 115 volts.
- COMES COMPLETE WITH CORD . . . ready to use as soon as unpacked. No extras to buy.
- Has many other quality features. Illustrated folder free upon request.

Price only $10.50

An excellent resale item for your store

High-Speed Lumiere Filmcolor

A NEW IMPROVED FILMCOLOR is now available for the taking of natural color pictures without the use of a filter. The speed of this film has been increased so that SNAPSHOTS may be made. This does away with the necessity of carrying around a tripod which was formerly required. The original starch grain tri-color screen has been retained, and the speed of the emulsion has been increased to WESTON 4, OR SCHEINER 14. The readings should be taken for the *darkest color* in the picture. If these films are to be used for lantern slides, we suggest using the NEXT LARGER STOP on the camera, in order to slightly OVER-EXPOSE.

LUMIERE ULTRA-RAPID FILMCOLOR is available in CUT FILM only, and may be used in any plate camera equipped for cut film use. The films are packed four in a box, each film being placed in an individual paper folder. One side of this paper folder has a corrugated edge which can be very easily felt with the finger. The film is held in the hand in such position that the side of the paper with the corrugated edge is face up, UNDER THE THUMB. In this manner the film is placed into the cut film sheath. After it has been inserted into the sheath, tear the top half of the paper folder off, leaving the film ready for exposure. ILLUSTRATIONS DESCRIBING THE METHOD OF LOADING THE FILM are included in each box of film.

NEWS



E. Rick has a most attractive studio in his new Santa Barbara location. A new store, new furnishings, new equipment and, naturally, new enthusiasm.

* *

Miss Dorothy Bodeen of the Niles Studio in Ventura spent her vacation in Southern Oregon on her Gold Beach Resort property.

* *

Miss Catherine Gaylord of the Kennell-Ellis Studios in Klamath Falls, made a special trip to San Francisco to engage additional help for the fall season.

* *

Mr. On Char of the City Photo Company, Honolulu, was a recent visitor, en route to the Winona School of Professional Photography. Probably a record for long distance travel to attend. Both Mr. Char and his brother frequently attend the school and various conventions on the mainland.

Mr. and Mrs. Frank E. Perry of Lindsay called on us for their first visit. They were en route home after a month's vacation in the Northwest where they visited Mr. Perry's mother.

* *

Miss E. Hayden Jones, well known photographer, was in San Francisco on a combination vacation and business trip. Like many others, she enjoyed her first walk over the Golden Gate Bridge.

* *

C. H. Johnston of the Rembrandt Studio, Claremont, California, was a recent visitor in the Bay area.

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Exposition Print Exhibition

During the month of August and possibly later an interesting collection of photographs of the California Mid-winter International Exposition held in San Francisco in 1894 will be on display at the DeYoung Memorial Museum. These photographs are interesting from a pictorial and historical viewpoint and photographers who will be in San Francisco during this time are invited to view the exhibition which is readily accessible in Golden Gate Park.

New Eastman Minicam Roll Film

THERE are three new film packages on our shelves. The new Eastman film is available in size 828 for Bantam Kodak and 35 mm. width in 18 and 36 exposure lengths. Film designated FX is a Panatomic Film with Weston rating of 24, daylight— 16, artificial light. Plux X film of fine grain emulsion has a Weston rating of 40, daylight—24, artificial light. It is likewise a Panchromatic emulsion. Super XX film, the fastest film made, has a Weston rating of 80, daylight—50, artificial light.

This film is best developed in a D76 developer at 65° as follows:

FX	15 minutes
Plux X	18 minutes
XX	25 minutes

The price of the new film in size 828 for Bantam Kodak is 25c list a roll. The cost of 18 exposure 135 film is 60c or 95c for 36 exposure. The new film with more than a year's dating is in stock for immediate shipment.

One Of The New Fall Styles



EL CAPITAN

Note the modern treatment of a photo mount design . . . it is a departu in mount designing.

But words and illustration cannot tell the complete story . . . ask yo stockhouse representative to show you the EL CAPITAN. For 10 cents we w send you a sample of the 4x6 size.

It undoubtedly will be your leader for your medium priced portraits. Ma in sizes 3x4 to 8x10 upright; also 8½x6½ and 10x8 horizontal.

EASTMAN KODAK COMPAN

[TAPRELL LOOMIS DIVISION] CHICAGO, ILLINO

Jerry's Corner



By Himself

School has started again and I'm reminded of my own days in school.

My dad wanted me to go to a boarding school so I could be a carpenter.

One day, after my teacher had said no more chewing during class, she got suspicious of a lump in my cheek. Jerry, she says, are you chewing gum or candy?

No, mam, I says, I'm just soaking a prune to eat at recess.

Another time she asked me—Are sweet potatoes preserved? and I says They yam.

You see, a woman has a sense of humor. The more you humor them, the better they like it.

Have you heard of the new letter in the alphabet? Letter soak.

Kids get the three R's in school and when they grow up they get the N.R.A.

Neuritis, rheumatism and arthritis.

I never paid much attention to periods and commas till a guy put one over on me during recess. He wrote on the blackboard—The teacher said Jerry is a dunce.

Nothing happened so he sneaked up and made it read—The teacher, said Jerry, is a dunce.

Then he got action.

One day the teacher nearly caught me in the examination. She said—Where is the elephant found? I thought quick and said—The elephant is so big he is seldom lost.

One time I was calling on a girl when she was doing her homework. I says let's toss up a coin. If it's heads we'll go to a show. If it's tails we'll go to a dance and if it stands on edge I'll help you with your geography.

A coach is a fellow who will gladly lay down your life for the school.

I heard one of our customers say he was a trustee of a college. Probably out on good behavior.

I was listening to Manual talk to a trucking company. When he got through I said college sure helps a fellow. You can talk Turkey over the phone.

College education has another advantage. It will cure your mother from being too proud of you.

I took a liking to a customer in the store and asked if he was a college man. No, he said, a truck just ran over my hat.

I got to go now, for a frat meeting at the Greek's.

Eata Bita Pie.

—JERRY.

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

No. 5 (3-wheel) **Century Studio Stand.** A lightweight but well constructed studio stand for small cameras.

Bargain Price **$18.50**

Century Penny Picture Camera, complete with multiplying back. Excellent condition.

Bargain Price **$37.50**

8x10 F S used Printer. This is a foot-operated printer.

Bargain Price **$35.00**

Sterling 8x10 Commercial Tank Outfit. Consisting of blue tank for developer and white tank for Hypo, and a blue Water Jacket.

Bargain Price **$15.00**

Edwal #108 Glycin Developer for paper. Greatly reduced in price.

Bargain Price—quart size..... **$ .45**

Bargain Price—gallon size..... **1.25**

F & S Vignetter for Studio Camera

Bargain Price **$7.50**

No-Grain Developing Powder, each container sufficient to make 26 ounces fine-grain developer.

Bargain Price ..... **20c a can**

Eastman Miniature Enlarger, Model A—good condition..... **$42.50**

Two 8x12x42 Sterling Developing Tanks, finished in white enamel and suitable for Hypo. Condition is excellent.

Bargain Price ..... **$14.00 ea.**

No. 10 Testrite Reflector and Stand. A reflector of flat design intended for 1000 watt tubular lamp.

Bargain Price **$9.75**

Rise Print Straightener with motor. Excellent condition.

Bargain Price **$32.50**

Arc Proof Lamp with resistance. Can produce 12 proofs at one time. A desirable installation in any studio. Illustration gladly sent on request.

Halldorson Spot Lamp and stand. Good condition.

Bargain Price **$18.50**

Beattie Odetta Twin Arc Lamp, studio model. The most powerful Arc Lamp made for studio use. Looks like new.

Bargain Price **$55.00**

Beattie Hi-Hi Arc Spotlight and stand. Very fine lamp.

Bargain Price **$45.00**

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Description and illustration of any article gladly sent on request.

HANCE GROUND GLASS SUBSTITUTE

A standard item for many years.

Bargain Price, per bottle.....**38¢**

Cirkut or **Medley Print Frame** with Plate Glass. 8x30 inches.

Bargain Price **$6.50**

Horseshoe Wringer with 16-inch rollers.

Bargain Price **$12.75**

"Money Making Ideas For Portrait Studios" by Abel.
Reduced to

Bargain Price of.....**$2.00**

5x7 Eastman Auto-Focus Enlarger with easel.....**$110.00**

1 Pair 12" Condensers, in metal round mount,
Excellent condition **$35.00**

Ansco Universal Stand.....**$17.50**

Model A Argus Camera.....**$9.50**

16x20x6 Sterling Tank. Condition like new. Suggested for Hypo bath.

Bargain Price **$8.50**

CONVERTED BEATTIE FLOODLIGHT

A Beattie Arc Lamp has been converted by the addition of mogul sockets and #4 Photoflood lamps so that it offers an attractive appearing, efficient, high-power lighting unit at moderate price. Diffusion curtain is included. Here is an excellent camera room lamp at popular price.

Bargain Price **$59.50**

H & K ARC SPOTLIGHT

Requires no special wiring and uses 3/8-inch carbons. A much more powerful registering light than any Mazda unit you may have.

Bargain Price **$29.50**

Johnson Ventlite Junior Reflector and Adjustable Stand.

Bargain Price **$10.50**

14-inch Condensing Lenses in modern book type mount. Excellent condition.

Bargain Price **$65.00**

5 pound can **Resublimed Pyro** of standard brand.

Bargain Price **$9.98**

Stoneware Tank for 5x7 or 8x10 negatives. Measures 7½x10½x10½.

Bargain Price **$4.75**

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Baby Posing Chair. All metal with velveteen cushioned seat. Fine condition.

Bargain Price $9.50

3¼x4¼ R. B. Auto Graflex with case and adapter. No lens.

Bargain Price $65.00

4x5 R. B. Series B Graflex with Kodak Anastigmat F4.5 lens, film holder and magazine.

Bargain Price $87.50

STONEWARE TANKS

The few 42-inch Stoneware Tanks on hand are offered at bargain prices in order to make room for other stock. These are new tanks in their original crate and are the kind we have used in our own Finishing Department for the past 16 years without replacement or special attention. The bargain prices include a substantial reduction from the original.

	Inside Measurements			*Bargain Price*
	Length	*Width*	*Depth*	*Each*
2—18 gal.	10½ in.	9½ in.	42 in.	$21.00
5—24 gal.	14 in.	9½ in.	42 in.	27.00

A year to pay.

3¼x4¼ Graflex, Series C, with 6½-inch Cooke F2.5 lens and case and Focus Panel.

Bargain Price $145.00

4x5 Graflex B with F4.5 B. & L. Tessar, 6 Plate Holders and Case.....

..... **$57.50**

3¼x4¼ R. B. Graflex with case and adapter. No lens.

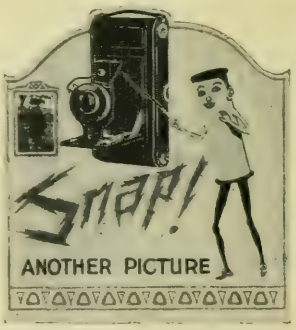
Bargain Price $75.00

4x5 Auto Graflex with Xenar F4.5 lens, 27 cm., film pack adapter and focus panel.

Bargain Price $129.50

4x5 R. B. Series B Graflex with film pack adapter. No lens.

Bargain Price $47.50



Window Display Cards as shown in the illustration. Printed in 3 colors. Size, 27x29 inches.

Bargain Price..... $ .49 each

Halldorson 4-Unit Studio Lamp and Stand. No. 4 flood lamps are suggested, or you can use 15 hundred-watt Mazda lamps.

Bargain Price $98.50

5x7 Home Portrait Camera with 14-inch bellows. 8 plate holders and case are included. Excellent condition.

Bargain Price $28.50

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Description and illustration of any article gladly sent on request.

Beattie Maxipan Studio Lamp. Latest model. Condition like new.

Bargain Price $95.00

Beattie Hollywood Hi-Lite Twin Arc on portable stand with castors. Requires no special wiring.

Bargain Price $35.00

Duplex Jr. Twin Arc Lamp with case and stand. A good lamp for Home Portrait or Commercial use, or proofing.

Bargain Price $22.50

6½x8½ HEAVY PRINT FRAMES With Glass

Bargain Price ..... 70¢ each

Self-Registering Maximum and Minimum Thermometer, complete with horseshoe magnet. Finished in black; white scale for setting.

Bargain prices:

8 inch **$3.25**
10 inch **3.75**

CARBONS

We offer a miscellaneous assortment of carbons at a uniform bargain price.

7 m/m x 12 inch White Flame
8 m/m x 12 inch White Flame
6 m/m x 6 Panchromatic

Bargain Price, any size, 2c each

CHRISTMAS STOCK PAPER

An assortment of 4¼x5½ double weight Azo is available in 2-dozen and 1-gross packages. Fresh stock. Send for list.

3¼x4¼ Series D Graflex with 6-inch Zeiss Tessar lens and case. Film pack adapter is included.

Bargain Price $98.50

4x5 Auto Graflex with Voigtlander Dynar F6 lens, 12 inch, with magazine and focus panel.

Bargain Price $98.50

4x5 R. B. Graflex with 10-inch F4.5 Kodak Anastigmat lens and film pack adapter.

Bargain Price $140.00

3¼x5½ Graflex with 5x7 B & L Tessar, 1C, adapter, case and holder.

Bargain Price $45.00

UNUSUAL BARGAIN
Korona Panoram Camera

We offer a 5 x 12 Korona Panoram Camera with case and film holder in excellent condition. Cannot be told from new stock.

Camera . . . $40.00
Case 5.50
Film Holders, ea. 4.50

We have but one outfit to offer at this price. Place your order before someone else grabs it!

Good Lenses for Less

		Speed	Focus	Shutter	List	Bargain
190I	Vitax	F3.8	16″	Studio	$186.00	$85.50
106A	Ilex Paragon	F4.5	12″	no	130.00	80.10
12C	Adon Telephoto			no	42.50	17.55
150D	Goerz Dagor	F6.8	4¼″	Compound	55.00	24.30
16I	Cook Cine	F3.5	1″	no	35.00	12.60
16J	Wollensak W.A.	F9.5	6¼″	no	65.00	26.10
18F	Xenar	F3.5	7⅛″	no	72.00	58.50
28J	Tessar	F2.9	3″	no	90.00	40.50
32B	Protar V	F18	7 3/16″	no	39.00	17.55
162I	Protar IV	F12.5	6 1/16″	Volute	58.00	15.75
32I	Ilex Port	F3.5	10″	no	90.50	51.75
36F	Velostigmat Ser II	F4.5	6″	no	37.50	18.90
36H	Heliar	F4.5	14½″	no	170.00	85.50
130B	Barre Portrait	F5	6″	no	21.00	11.25
38C	Tessar IC	F4.5	7 7/16″	no	48.00	31.50
164J	Velostigmat 1A	F6.3	12″	Optimo	131.00	60.30
38J	Protar	F6.3	12.5″	no	74.00	40.50
42K	Dallmeyer Cine	F2.9	2″	no	75.00	43.00
44B	Cine Kodak	F4.5	3″	no	38.50	27.50
44C	Cook Cine	F3.5	2″	no	61.60	57.50
44F	Tessa IC	F4.5	7 7/16″	no	48.00	31.50
44G	Citrona	F6.8	4¾″	no	25.00	7.75
46C	K. A. Cine	F2.7	15mm.	no	45.00	25.00
166H	Dagor	F6.8	7″	Volute	90.00	45.00
166K	B. L. Zeiss	F4	7″	Compound	108.00	65.00
48A	Dogmar	F4.5	6″	no	60.00	25.00
48B	Zeiss Tessar	F2.7	1″	no	51.00	31.00
48E	Ilex Paragon	F4	12″	no	130.00	80.10
48H	Zeiss Tessar	F4.5	7″	no	58.00	45.00
48J	Zeiss Tessar	F2.8	50mm.	no	28.00	18.00
48K	Cook Cine	F1.8	1″	no	82.50	75.00



Here's What the New Film Does

ONE desk lamp with 60-watt frosted bulb was the only light in the room where this portrait was made. Exposure, 1 25 second; *f*.6.3 lens; 8 x 10-inch Super Panchro-Press Film. The result shows the speed and quality of this new Eastman film. Eastman Kodak Company, Rochester, N. Y.

EASTMAN

SUPER PANCHRO-PRESS FILM FOR BETTER NEWS PICTURES

KODABROM

THE DIFFERENT ENLARGING PAPER



YOU will be pleased with the brilliance of Kodabrom's rich black tones... its latitude in exposure, and speed of development... the ease with which it is processed. Made in seven grades, each in four stable contrasts. If you haven't used Kodabrom, place an order today. Eastman Kodak Company, Rochester, N. Y.

KODABROM For finer commercial enlargements

THE FOCUS

Published Monthly in the Interests of Professional Photography

VOL. XIV SEPTEMBER, 1938 No. 9

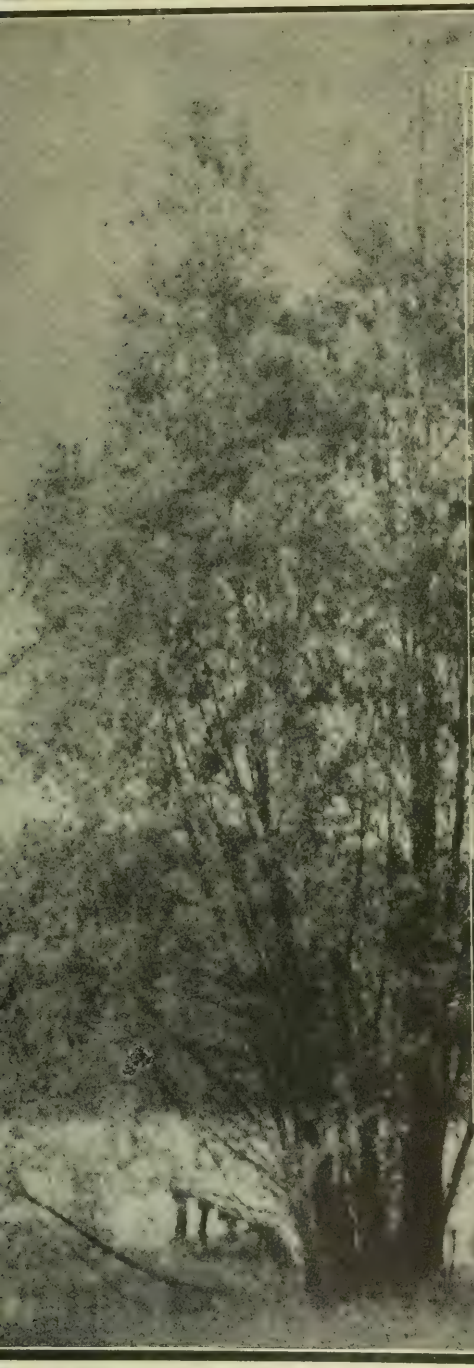


GRAFLEX AT THE CHICAGO CONVENTION

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Published by
HIRSCH & KAYE
SAN FRANCISCO

Velour Black ★ for prints by projectio



Then Came... Velour Black

WHEN the professional photographer first turned to projection printing, his large prints were made in two ways: On Bromide, at a sacrifice of quality. Or on Chloride, by powerful arc lights; long minutes of exposure time.

Then came Velour Black!

The basic idea, a successful combination of Bromide speed and Chloride quality was new—with Velour Black in 1920. Pioneer of the Chloro-Bromides, it is still first choice with Chloro-Bromide users.

It has given "contact quality" projection prints in portraiture and commercial work; has made familiar the **Chloro-Bromide** classification of the Salon catalog; has kept pace with the advance of the "Minicam" fan, whose tiny negatives will yield prints of excellent quality—and amazingly large size—when Velour Black is the print medium.

Projection speed, contact quality, contact simplicity: these Velour Black features, brought to a high degree of perfection in the intervening years, are now available in 22 paper varieties. And in the Velour Black specials—Adlux, Ivora, Canvas.

(Illustration, a *Velour Black* Bromoil)

DEFENDER PHOTO SUPPLY COMPANY, INC

ROCHESTER, N.Y.

THE FOCUS

Prepared and Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE

239 Grant Avenue, San Francisco

The Largest Independently Owned Photo Supply House in the West

VOL. XIV SEPTEMBER, 1939 NO. 9

Introducing—



VICTOR CLAYTON HAMMOND . . .

. . . *Martinez*

Mr. Hammond is a native of Edwards, New York. His mother was a school teacher and artist. His father died when the boy was only 8 months old. Several years later his mother married a mechanical engineer.

His boyhood days were spent in a typical small town in the Eastern portion of New York State on the St. Lawrence River. Some of his time was spent with an uncle who owned a farm and a great deal of spare time was spent in watching his mother work with brush and canvas while he himself tried to imitate her paintings. His visits to the village store caused him to desire to be a merchant or at least a salesman. Later, he developed a desire to build boats and sail them.

One of his [illegible] had a camera, and, not content with merely pressing the button, she developed and printed her own films. Young Hammond was fascinated by the magic of the darkroom process. Later when he moved to Seattle and attended high school he purchased a Vest Pocket Camera of his own and made hundreds of pictures. He became acquainted with a professional photographer and in spare moments found pleasure and profit in assisting in the studio.

Today he is the owner of the Hammond Studio at 643 Main Street, Martinez, California. This is his second location in Martinez, the first studio and a smaller one being located one block away. Prior to opening this, his first venture, he had tried contracting and was at one time employed as testing engineer at the Pacific Coast Steel Mills in Seattle. He still believes he likes photography better.

He is a graduate of the Chicago Technical College where he took the Estimating and Building course. He is also a graduate of the New York Institute of Photography. As member of the Board of Control of the Exchange Club, he received club honors in 1937. He is a member of the Chamber of Commerce, the Martinez Bass Club, Mason Lodge No. 41 and as a member of the Congregational Church is past president of the County Christian Endeavor Union.

Mr. and Mrs. Hammond occupy a delightful home of the Spanish type. His hobbies include tennis, swimming, boating, and he is very much attached to the family pet, a Persian cat. He is also interested in gardening by remote control, by which we mean that Mrs. Hammond is the gardener and he is an interested and, shall we say, critical spectator. His studio is equipped to handle any assignment [illegible] in the largest size.

—:—

If you cultivate your talents you'll always find an opportunity to use them.—*Forbes.*

—:—

The sand of the desert is lightly blown away. Even more lightly is blown away the fortune of man.—*Tamerlane.*



You buy . . .

new patrons . . . good will . . . prestige and the finest type of advertising . . . when you buy *Gross* Mounts.

Our new illustrated circular describing them is just off the press . . . If you haven't received your copy, we shall be glad to send you one.

THE GROSS PHOTO SUPPLY CO.

MANUFACTURERS TOLEDO, OHIO

Canadian Agents: W. E. Booth Company, Limited, Toronto, and Montreal

NEWS

Lacy Gordon of Exeter made a hurried trip to San Francisco in connection with his studio equipment.

* * *

W. B. Farwell of Ventura called on us long enough to be taken on a tour of the building while enroute to the Klamath River country for a week of fishing.

* * *

Mr. Staples of Chico was in San Francisco in connection with his recently renovated store, and told us of the excellent progress he has made.

* * *

George A. Decker of Petaluma finds it very convenient to call on us since the Golden Gate Bridge has been opened. This time he was accompanied by Mrs. Decker.

* * *

Mr. Stepick of Watsonville was a recent visitor. Although located somewhat nearer to us than many other photographers, we do not frequently see him.

* * *

Mr. Ellis of the Kennell-Ellis Studio in Eugene, Oregon, likewise called.

* * *

Mrs. Thelma Thoreson of Alturas was in San Francisco to arrange for supplies for the winter season, and for a brief vacation.

* * *

While we notice that visitors from the South were headed north we are reminded that **P. A. Brainerd** of Grants Pass, Oregon, called on us on his way south.

* * *

Mr. J. D. Goodrich of the Yreka studio called in connection with the selection of equipment which he installed for Siskiyou County at the State Fair at Sacramento. Mr. Goodrich is quite active in County activities.

Understanding Each Other

ALEX KAHLE, mild-mannered, middle-aged German, is a still photographer at Twentieth Century-Fox. He is also a Hollywood celebrity. Several years ago the late Will Rogers — whose sense of humor was matched by the stubbornness with which he refused to be "still" photographed—played a joke on Kahle by secretly removing the film from his plate folders. When Kahle discovered the trick, he went to Rogers and said: "Mr. Rogers, you think that was a fine joke. If I had a million dollars and a job that was paying me a fortune every year, I might think so, too. But since I'm just a poor cameraman, whose living depends upon the ability to take good pictures every day, I fail to see the humor." And from that day on, Rogers—who refused all other cameramen – let Kahle photograph him whenever he wanted to. And Alex Kahle became one of Rogers' best friends.

Hirsch & Kaye's

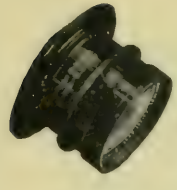
unique organization is owned by its employees with no outside stockholders.

This store guarantees a square deal to all its patrons. Dependable merchandise—fair prices—guaranteed satisfaction.

It is a business owned and managed by contented, satisfied, well-paid people who have a personal interest in seeing you satisfied.

Frank McDougal is now located in his new store, which will be known as the Sacramento Art Studio. The new location at 1011 - 8th Street, measures 31x80 feet, which is a good sized studio in any locality.

A COMPLETE SET OF LENSES



—ALL IN ONE

WOLLENSAK VELOSTIGMAT SERIES II f4.5



With the Wollensak Velostigmat Series II *f*4.5 your one camera virtually becomes five separate instruments.

Compactness and true perspective for home portraiture. Flat field for group photos. Speed for action snaps. And so fine optically that it is regularly used for copying and enlarging.

***FOR portraits - groups - children's photos commercial work - architectural - action shots copying - enlarging - landscapes**

If you can afford only one lens, but have a wide variety of photographic interests—you want this Velostigmat. Try it at our risk.

WRITE FOR LITERATURE

WOLLENSAK OPTICAL CO., ROCHESTER, NEW YORK

WOLLENSAK

Eastman Projection Anastigmat-K Lens

The Eastman Projection Anastigmat-K is a 105 mm. f.4.5 lens fitted to barrel with iris diaphragm.

This lens is offered in response to the demand for accurate reproduction of miniature Kodachrome, whether for Wash-Off Relief printing or direct screen photomechanical reproduction. It is, of course, fully color corrected and specially barrelled with a double set of diaphragm markings.

With each lens a flange is included.

	List
Eastman Projection Anastigmat-K Lens	$50.00

WESTON PHOTOGRAPHIC THERMOMETER



ALL METAL—virtually unbreakable.

STAINLESS STEEL—won't rust or corrode in photographic solutions.

READABLE—large scale, clearly marked. Scale never immersed. Easier to read in darkroom.

ACCURATE—made by Weston.

Ideal for trays, graduates, beakers or tanks.

The dial measures 2 inches in diameter and the stem is 7 inches long. Scaled from 0 to 180°.

Price. $4.25

Eastman Super Speed Direct Positive Paper

Eastman Super Speed Direct Positive paper is single weight, smooth, white, semi-matte, approximately twice as fast as our present Direct Positive paper, and should be handled with the Series 2 Safelight. In rolls, it is used in automatic or semi-automatic machines.

This new paper will be supplied in the same cut sheet and roll sizes, and at the same prices as Eastman Direct Positive paper of the Condensed Price List.

FOR CHARACTER PICTURES THAT SELL use SUPERFLASH



Patented SAFETY SPOT SUPER FLASH

This photograph may not be perfect. But it is better than average because it is more than a mere likeness of the child. It has that extra something that posed portraits often lack; something that brings life, warmth and character into a photograph. See how well these qualities have been caught in the instantaneous flash of a Superflash bulb.

More and more professional photographers are using Superflash to get lifelike character photos that sell. INDOORS or OUT, regardless of any difficult conditions that must be met, Superflash invariably produces pleasing, natural results that surprise even veterans. Among professional photographers, Superflash is famous for the safety and dependability its patented wire lighting element assures. Its selling features include:

- Absolute Dependability
- Perfect Synchronizing
- 100% Usable Illumination
- Extra Safety to Users
- Perfect Color Quality

"The Flash That Never Fails"

SUPERFLASH

THE MODERN WIRE-FILLED FLASH BULB

Eastman Safety Super Panchro-Press Film Anti-Halation

THIS new fine grain film is similar in many respects to Eastman Safety Panchro-Press Film but has a higher emulsion speed. This film is particularly suited for press and commercial photography.

PHYSICAL CHARACTERISTICS: The emulsion is coated on a safety base (cellulose acetate), has an anti-abrasion overcoating, and a green anti-halation backing which discharges in the developer. The emulsion, in addition to the overcoating, is physically hardened to withstand the rough treatment often given photographic materials in press and commercial work where rapid processing and wet printing are done to save time. The hardened emulsion will withstand higher temperatures in processing and projection prints can be made from the wet negatives with less danger of melting the gelatin than other films not having hardened emulsions.

PHOTOGRAPHIC CHARACTERISTICS:

Relative Speed. Eastman Safety Super Panchro-Press Film, with normal exposure and development, is approximately twice as fast as Eastman Safety Panchro-Press Film. This means that for equal light conditions, Super Panchro-Press film can be exposed at one full stop smaller aperture (giving greater depth of field) or with twice the shutter speed (to "stop" moving subjects).

Eastman Safety Super Panchro-Press Film is characterized by the fact that if it is slightly *underexposed* and *overdeveloped*, its effective speed is greater than when it is given normal exposure and development.

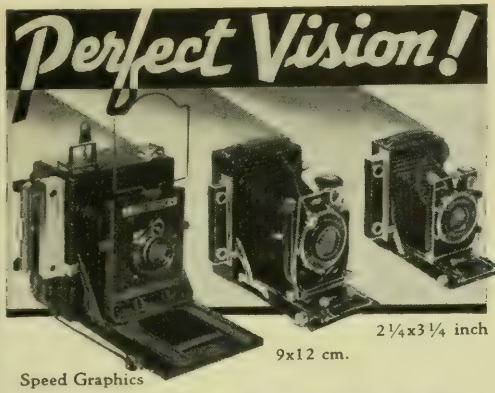
COLOR SENSITIVITY: Like Eastman Panchro-Press, Eastman Super Panchro-Press has a type C Panchromatic emulsion having high red and yellow sensitivity. This makes it especially suitable for use with artificial light sources such as Photoflood and Photoflash lamps.

FILTER FACTORS: The following table gives the factors of various filters used with the films. Individual lighting conditions vary considerably and the filter factors will vary accordingly. The values given will, however, serve as a guide.

FILTER	K1	K2	G	F	A	B	C4	C5
Sunlight Arc White Flame	1.5	2	2.5	8	4	7	12	5
Photoflood Incandescent Tungsten	1.5	1.5	2	4	2	6	24	10

PROCESSING: Inasmuch as these films are extremely sensitive to light of all colors, they must be handled and developed in total darkness. A Series 3 (dark green) Wratten Safelight may be used for a few seconds after development has been in progress for 5 minutes provided the safelight is at least 3 feet from the film and a 10-watt bulb is used in the safelight lamp.

(Continued on page 11)



GO CANDID in a BIG WAY

MAN-SIZE negatives . . . sharp automatic focus and the convenience of an expensive minnie! This is the unbeatable picture-taking combination you can expect when you install a Kalart Synchronized Range Finder on your Speed Graphic, 9 x 12 cm. or 2¼" x 3¼" plate and film pack cameras.

Large negatives permit giant enlargements without loss of fine detail . . . minimize grain.

You'll be able to take those hard-to-get action shots for the first time . . . keep moving objects in focus. Completely eliminates "guess focus" shots of the past. Range Finder focus means sharper negatives than can be obtained with the ground glass or bed scale.

There's a Kalart Synchro Range Finder to fit practically all plate and film pack cameras. Yours is probably among them.

Model "K" installed on practically all 9 x 12 cm. and 2¼ x 3¼ film pack cameras $20.50

Model "G" installed on Speed Graphic cameras except 5 x 7.....$27.50

New Kalart Micromatic Speed Flash

The Kalart Micromatic Speed Flash is the perfect instrument for high speed flashlight photography. It will help you get your picture every time! Fits most modern cameras.....$13.50

All Kalart Equipment made in U. S. A.

DISTRIBUTED BY
HIRSCH & KAYE

Eastman Greeting Card Outfits Offered in Two Designs

THE No. 1 OUTFIT

THE No. 1 Outfit is designed for production of the flat photo greeting cards. It consists of two special masks, one for vertical, the other for horizontal cards; two negatives (one including six greetings for the vertical, the other including six identical greetings for the horizontal), and an embossing form. The negatives are illustrated at the right.

The masks have 2" x 3" openings to accommodate parts of 2½" x 4½" or 2¼" x 3¼" negatives. If smaller negatives are to be used, an enlarged negative must be made to fit the mask.

No. 2 OUTFIT

The number two production outfit for making French fold type cards consists of two masks, one for vertical and one for horizontal cards. One suitable sentiment is supplied for each as well as an embossing form. The negatives with sentiments are supplied on the masks. Space is provided for a negative to print the customer's name.

PRICES:

Eastman Greeting Card Production Outfit No. 1.....$3.00

Eastman Greeting Card Production Outfit No. 2.....$3.00

Greeting Card Envelopes:

Unlined, white or old ivory

per 1,000 .....$4.50
per 500 ..... 2.65
per 100 ..... .90

Lined, white or old ivory

per 1,000 .....$7.50
per 500 ..... 4.15
per 100 ..... 1.30

Place your order now, prepare your samples, and orders will result.

Eastman Safety Super Panchro-Press Film Anti-Halation

(Continued from page 9)

Eastman Safety Super Panchro-Press Film may be developed in any developer commonly used for films or plates, but the following formulas and times are recommended:

Formula	*Dilution*	*Temperature*	*Exposure*	*Time* *Tank*	*Time* *Tray*
D-19	undiluted	65° F.	Normal	4½ min.	3 min.
			Underexposed	7 min.	5 min.
D-72	1:1	65° F.	Normal	3 min.	2¼ min.
			Underexposed	5½ min.	4 min.
*DK-50	undiluted	65° F.	Normal	8 min.	5½ min.
			Underexposed	12 min.	8½ min.
D-76	undiluted	65° F.	Normal	20 min.	15 min.

*For commercial subjects.

Developed film should be rinsed thoroughly in water, then immersed for twice the clearing time in a fresh acid hardening fixing bath such as F-5. In hot weather, or when prints are to be made from wet negatives, a chrom-alum hardener rinse, such as SB-3, should be substituted for the plain water rinse

Kodabrom Precautions

IN HANDLING a new type of paper, such as Kodabrom, for which the processing differs considerably from that for regular Bromide papers, it is only natural that some difficulties should arise from incorrect manipulation.

Kodabrom has a high initial developing rate and is similar, in this respect, to Velox or Azo. With D-72 developer, diluted 1 to 2, the print should be fully developed in 45 seconds. The temperature of the developer should be 70° F.

If you are unable to keep your developer at 70° F. and especially if you are prone to underexpose, and develop for as long as you have developed Bromide, you may find that your prints have strained and show some traces of fog.

Under such conditions your trouble can be corrected by diluting the developer 1 to 3 or even 1 to 4, in which case the normally exposed print will develop in from 1 to 1½ minutes without stain. With the developer at 70° F., prints should be exposed so that they will develop in 45 seconds with developer diluted 1 to 2. Kodabrom has considerable latitude, but it is on the over-exposure side, which is a decided advantage, so expose for short development.

If you use an 0A Safelight, test its safety. If it is old and has lost some of its green color, it may be fogging your paper. A new Safelight will overcome this trouble.

Expert Retoucher - Etcher

Mail Orders Promptly Attended To

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334 FUNSTON AVE.
SAN FRANCISCO, CALIF.
Phone BAYVIEW 9925

RETOUCHING
By expert of years
of experience

MAIL ORDERS SOLICITED
Prompt Service. Prices Reasonable

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We concentrate on
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PHOTO SUPPLIES

You can buy anything you need
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Try HIRSCH & KAYE *first*

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COLORIST

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STERLING TANK OUTFITS

SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.
STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



2 SIZES
12, 19
gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
COMPACT
DURABLE
EFFICIENT.

The best by test.



• • • GRIPPIT,
a special adhesive that holds with a sinewy grip, yet cannot wrinkle paper. New larger tube, 25c.

The Making of Fine Lenses

Lens Moulding

PROBABLY every maker of a lens uses similar basic formulae, just as a dollar watch and a one hundred fifty dollar timepiece are made to the same basic formula. The difference lies in the degree of final precision. This depends upon care and accuracy in manufacture—or lack of it.

Wollensak starts with high quality optical glass purchased in chunks or squares, cut in pieces of approximate weight of finished disc. Wollensak instruments require twenty-two distinctly different types of glass, some lenses needing as many as five different glasses.

Glass squares are placed in an oven equipped with sensitive temperature controls, remain there until they reach consistency of putty. Then they are puddled round, dropped into a mould, and pressed hydraulically into desired shape. Moulding temperatures range fom 500° to 1500° Fahrenheit, thermostatically controlled for uniform, constant heat. The moulded discs are placed in the annealing oven (750° to 950° Fahrenheit). Heat is turned off and glass is allowed to cool *gradually*—from thirty-six to forty-eight hours, depending upon type of glass. This avoids incorrectly annealed blanks, which would mean flaws in finished lenses.

—⁂—

New X-Ray Safelight

Eastman Kodak Company announce Wratten Safelight Series 6B for use in processing x-ray film. The new Safelight will provide 10 times as much illumination as the popular 6A now in general use, yet the standard of safety for sensitized x-ray material is maintained.

Price and sizes are the same as for the former product.

Reminders

PHOTOGRAPHIC paper that is too old has the tendency of turning gray before it is fully developed. Good prints can very often be obtained from paper of this kind if a teaspoon of potassium iodide for each quart of developer is added to the tank. The iodide serves to correct the graying tendency of old paper.

Sensitized paper in boxes that are only partially full has a tendency to curl. By binding four or five sheets of glass the same size as the paper together, and placing them in the box, the paper will be kept flat.

To better preserve sheets of paper in a packing do not remove the black paper wrapping but slit it at one end just enough to remove the sheets one by one.

—⁂—

Ferolene

This popular Ferolene preparation is now available in 3-ounce cans, in addition to 1-ounce and 16-ounce sizes. Ferolene as now supplied is more highly concentrated and completely soluble in soft water. Ferolene is highly efficient in use and only a teaspoonful to one pint of water is required. The solution can be used several times before it is exhausted.

Prices

1-ounce bottle	$ .15
3-ounce can	.25
Pint can	1.00
Gallon can	7.00

Hirsch & Kaye have it.

—⁂—

Prolonged exposure to the air of the Chromatone Red "B" toner should not be permitted, either in the tray or in the uncorked bottle. Otherwise exhaustion is quickened and you may get weak Magenta prints.

—⁂—

Keep this store upon your mind,
A better one you'll never find.

When

CHEMICALS DRESSED UP

for the job . . .

When Mallinckrodt Chemicals become Photo-Purified and Physically Perfected, they made ordinary containers look slovenly and inferior. The packages simply had to spruce up. The bottles became more shapely with sloping shoulders so free-flowing chemicals flowed out freely. A plastic screw cap with airtight lining banished the broken corks. And each container bears a clean, clear, neat label that can be read easily in subdued lights. The complete line on the shelf is sightly, convenient—and dependable.



Mallinckrodt

CHEMICAL WORKS

SECOND AND MALLINCKRODT STREETS, ST. LOUIS, MO.

70-74 GOLD STREET, NEW YORK, N. Y.

CHICAGO PHILADELPHIA TORONTO MONTREAL

Eastman Anastigmat Ektar F6.3 Lens

THE Eastman Anastigmat Ektar 14-inch F6.3 lens provides the focal length necessary for commercial view work to permit the full use of rising front and swings on 8x10 cameras. Special attention has been given in the design to provide complete correction for color separation work. Each lens shipped has been individually tested for color registry and the test plates kept on file.

The lens is barrelled in aluminum, which permits a great reduction in weight. The barrel is fitted with "click" points on the diaphragm settings to allow them to be read by touch when high camera positions are encountered.

This lens will be furnished in barrel or in Compound Shutter. The lens in barrel will be available very shortly; whereas that in Compound Shutter cannot be supplied until early in 1939. If the lens in barrel is ordered, the lens elements can later be used in the specifically designed Compound Shutter without being sent in for fitting.

When ordered in barrel or in shutter, the lens will be supplied in a plush lined wooden box, with two lens caps—the front crowned, and the rear flat.

Eastman Anastigmat Ektar F6.3 lens

In barrel	**$175.00**
In Compound Shutter	**205.00**

Eastman Kodalure Paper

Kodalure paper is a newly developed double weight projection paper having the combined qualities of warm tone and brilliancy. It will be supplied in the following grades:

*Grade G—Fine grain, lustre, natural white;
*Grade P—Fine grain, lustre, old ivory;
Grade R—Rough, lustre, natural white;
Grade S—Rough, lustre, old ivory;
Grade M—Smooth, lustre, natural white;
Grade J—Smooth, lustre, old ivory.

This new paper is in the same speed range as Vitava Opal and will be supplied in the same sizes and at the same list prices as Vitava Opal Paper, Double Weight.

"Prices to Charge for Photographs"

(Sales Strategy for Free Lance and Professional)

In this new book Mr. Snyder tells you prices you may expect to receive in selling photographs—for use in a national advertising campaign—as a frontispiece in a national magazine—as a feature picture in a newspaper—for use in an illustrated magazine article—in a publicity booklet—in a small trade journal (cover)—in small trade journal (inside)—in a commercial calendar—in a book publication—for sale to a syndicate. Photo post cards—personal Christmas and greeting cards—small "cabinet" photographs—8x10 portraits—photos of homes and gardens—copying old photographs, documents, etc.—architectural photographs—commercial photos—school, convention and banquet work—accident and court photography—miscellaneous private sales—to all types of magazines, newspapers, advertising and publicity bureaus.

Price 50 Cents

Sussman Mounts wi

We have them in stock



VENTNOR FOLDER

White and India Rag Stocks—Deckled Edges
—Slip-in Style

This style, pleasingly soft in appearance, should harmonize well with any style of portraiture. The insert has a faint tint and an embossed line effect in platinum ink.

Print Size	*Outside Size*	*Price per 100*
4 x 6	6½x 9¼	$ 8.00
5 x 7	7¼x11	10.00
6½x 8½	9¼x12½	13.50
8 x10	10½x14	15.00
10 x 8 Group	13 x11⅝	15.50

Sample on receipt of 15 cents



STAFF

OLIVE

Coated Cover—R
Underlay—Slip

Inspired by the bea
priately shaped to secu
the easel style. We of
Oliver is offered with
and make it a best be
to maintain the appe

STA

Print Size
4 x 6
5 x 7
7 x 5 Group
6½x 8½
8½x 6½ Gp.
8 x10
10 x 8 Group

HIRSC

"Sussman Mounts Are Paramount"

Aid Portrait Sales

Order them direct



EASEL

PIECE

t—Deckled Edge
ff and White

ell design but appro-
ct for the portrait in
l in three-piece. The
bring the cost down
k, the insert deckled
affordable.

CE

Price per 100
$ 8.50
10.00
10.25
14.50
14.50
17.00
17.00

KAYE



PARNELL FOLDER

Coated Duplex Stocks—Deckled Edges—Buff and White—Slip-in Style

With the trend in the photographic trade turning to Folders, we have made what we predict will be the style sensation this Fall. The outer cover is coated, and has a most attractive design on it in Platinum Inks; the insert is in either Buff or White Shades, with the inner cover of the folder shaded to match it. The tint on the insert is not only made to give your prints an attractive border but an embossed effect as well.

Print Size	*Outside Size*	*Price per 100*
3 x 4	5 x 7	**$ 5.50**
3 x 5	5½x 8	**6.50**
4 x 6	6½x 9¼	**8.00**
5 x 7	7¼x10¾	**9.50**
7 x 5 Group	9⅛x 8⅛	**10.00**
6½x 8½	9¼x12½	**12.50**
8½x 6½ Gp.	11¼x 9¾	**12.50**
8 x10	10½x14	**14.50**
10 x 8 Group	13 x11½	**14.50**

Sample on receipt of 15 cents

"Sussman Mounts Are Paramount"

RESULTS *first . . . Yes!* *but why not* *have* ECONOMY *too?*

Naturally, your first consideration is pictures with snap and sparkle, natural expression—the best possible result. That's where WONDERLITE Photographic Lamps prove themselves superior!

Why not have economy, too? WONDERLITE users find that WONDERLITE Photographic Lamps give longer life. That means lower cost per hour! That means economy for you!

The "WONDERLITE SERIES" embraces a light for every photographic need.

Better pictures are yours for the taking—by using WONDERLITE PHOTOGRAPHIC LAMPS!

WONDERLITE FLOOD BULBS

STANDARD SIZE

5 hour Picture Flood	$ .35
5 hour Filter "	.50
5 hour Dufay "	.75
5 hour Opal "	.40

MEDIUM SIZE

10 hour Picture Flood	$ .65
10 hour Filter "	.90
10 hour Opal "	1.00

MOGUL BASE

Jumbo Picture Flood	$2.00
Jumbo Filter "	2.50
Jumbo Dufay "	4.00

Case Quantities

Standard	120
Medium	60
Mogul	12

Halldorson Head Screen

(FLEXIBLE NECK)

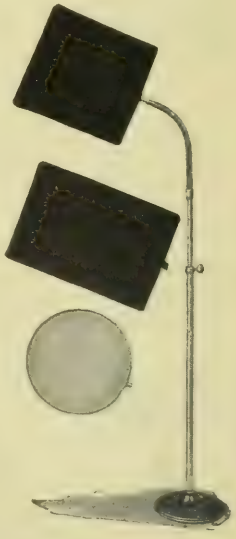
This head screen has a flexible neck, which permits adjusting it to any angle at which point it will remain until moved. Three different screens are available.

Price, complete with one screen (choice of following three sizes, 10 x 10 dark, 10 x 15 dark, and light color round, 10 inches in diameter. The first one is supplied with outfit unless otherwise specified) $10.00

Same with all three screens 15.75

Same as first above, but with folding Stand for home portraiture 11.75

Screen only, any of the three sizes 3.75



Kodachrome Professional Film

KODACHROME Natural Color Film in cut sheets is now available. Two types of Kodachrome film will be supplied, Daylight type for outdoor use and Type B intended for use under professional studio illumination. Be sure to specify which you prefer when you place your order.

Kodachrome Professional Film is packed in boxes of 6 sheets. In each box you will find a gummed return label, an envelope containing 6 extra sheets of interleaving paper, a direction sheet and coin envelope. Prices include processing and return transportation to customers within the country in which the film is processed, except where less than 3 films are sent. The charge for processing one or two individual films will be 50c a shipment. For the time being, all processing will be done in Rochester.

KODACHROME PROFESSIONAL FILM

Sizes	*List per Half Dozen*
2¼″ x 3¼″	$ 3.90
3¼″ x 4¼″	5.25
4″ x 5″	6.75
5″ x 7″	10.50
8″ x 10″	21.00
Centimeter Sizes	
6.5 x 9 cm.	$ 4.25
9 x 12 cm.	6.40

KALART

Second Annual

Synchro Sunlight Contest

$250.00 in Cash Prizes

FIRST PRIZE $100
SECOND PRIZE . . . $ 50
THIRD PRIZE . . . . $ 25
15 ADDITIONAL PRIZES OF $5 EACH



The Kalart Company announces the Second Annual Synchro Sunlight Contest open to owners of cameras equipped with a Kalart Photoflash Synchronizer. Submitted prints must be unmounted and not smaller than 2¼″ x 3¼″ or larger than 11″ x 14″. All photographs must be postmarked prior to November 1, and sent direct to the Kalart Company.

Gevaluxe
Velours

THIS new, *patented* paper is so totally different from any other that it beggars description. To appreciate its revolutionary character, you must inspect an actual print, and see for yourself the extraordinarily stereoscopic effect which Gevaluxe lends to a picture. Prints may be seen at Hirsch & Kaye's, San Francisco.

The Gevaert Company of America, Inc.
6368-70 Santa Monica Boulevard
Los Angeles
New York—Chicago—Toronto

Hirsch & Kaye carry all Gevaert Products

– ANNOUNCING –

Century Master Studio Outfit

(Ready in November)

A NEW deluxe Studio Outfit, finished throughout in Walnut, comprising

1 8x10 Century Master Studio Camera
1 Century Master Studio Camera Stand
1 No. 1 Century Sliding Ground Glass Carriage
1 8x10—8x10 Reversible Adapter Back with Holder
1 8x10—5x7 Reversible Adapter Back with Holder
"Two on" 8x10 Winged Kit
"Two on" 5x7 Winged Kit

Film holder supplied unless otherwise specified

Century Master Studio Outfit, complete $210.00

Victor Deflectors

Designed for use with Victor Fotoflood Units for shielding subjects from all direct light rays. Intercept all direct light rays and return them to the reflector for re-reflection. They give remarkably even illumination of only slightly lower intensity than when no diffusant is used. Can be attached instantly, and the spring grips automatically give proper positioning and alignment of the disc. They are lightweight, compact, and unbreakable. The disc is aluminum with highly polished inside face. Spring grip arms detach from disc, making a small flat package of entire unit.

No. 1 (fits any No. 1 Victor Unit) $0.50
No. 2 (fits any No. 2 Victor Unit) ..... .65
No. 4 (fits any No. 4 Victor Unit) ..... .75

Johnson Retouching Fluid

Here is a well-known product known to most photographers. You will probably want a supply of dependable retouching fluid during the next several months. Order a supply today lest you forget.

1 ounce bottles..... 30c
2 ounce bottles..... 50c

←❖→

Boutelle Bros. of Spokane have purchased and in the future will operate the former Nezperce Art Studio in Nezperce, Idaho.

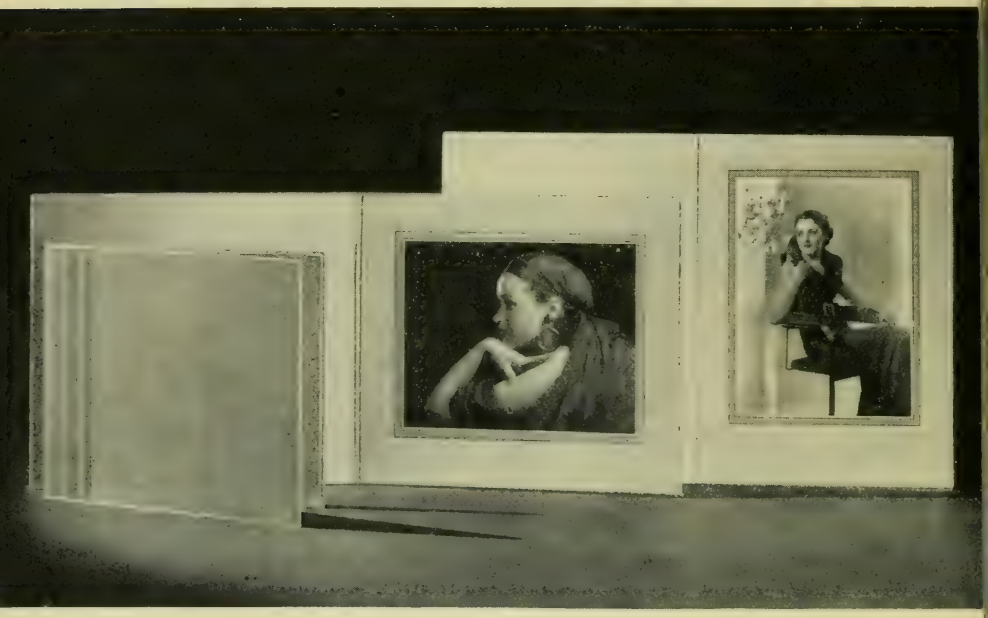
Charles B. Barrett has opened a new studio at 2128 Fillmore Street. He was formerly on the other side of the street and farther North. Mr. Barrett has done considerable experimental work in natural color photography, and has installed a one-shot, 3-color camera.

* * *

Mrs. C. H. Staples of the Staples Studio in Chico was in San Francisco for a few days. Originally planned as a business trip, she extended the time for an additional visit in our city.

A New Style . . .

FOR THE NEW SEASON



EMPRESS

The quiet richness of the design and the stocks combine to produce an outstanding folder style.

You must see samples to fully appreciate the sales possibilities of the EMPRESS—ask your stockhouse representative to show them to you. For 15 cents we will send you a sample of the 4x6 size and include the CAVALIER, a companion easel style.

EASTMAN KODAK COMPANY

[TAPRELL LOOMIS DIVISION] CHICAGO, ILLINOIS

Jerry's Corner



By Himself

I was headed West, according to my compass, delivering a package, when I came to Franklin Street where the street is being paved. I was interested in the signs they use to keep cars off the tar.

These signs read—
W.P.A SLIPPERY KEEP OFF

You can learn a lot from signs. I wonder if they always mean what they say.

At different times I've noticed the electric signs that are partly out. That gives them a different meaning.

I buy my tooth paste in a store where the sign says—
RUGS

In a department store somebody put a sign behind a lot of plants and this is what it looked like—
RUBBER P ANTS

Across the street is a store with lots of flowers but the sign says—
F ORIST

In one of the stores they have a
FOO SHOP

On the next floor they sell
ART GOO

On Montgomery Street was a sign that read—
S OCKS AND BONDS

They changed it as soon as the market went up.

On O'Farrell Street is a sign that don't interest me one bit. It says—
PET SHOP

I prefer an automobile out by the Beach? How about you?

You can't buy a stick of wood where the sign says—
LUMBER

Don LaGrange leaves his car in
ARAGE

No need of that because on Sansome Street he can get—
IRE INSURANCE

Another shop nearby advertises—
RAKES RELINED

Down the block is a fellow who has a
DRY LEANING
place. It's not a tavern.

Imagine a firm advertising—
PAPER OXES

I thought I had found a Chinese-Scotch partnership when I found a sign
SIN SEW MAC INES

A Chinese restaurant owner has his name over the window. It says—
HOP SUEY

If you still believe in signs turn to page 25.

Barré Retouching Lens Holder

The Very Thing You Need!

—for those hard-to-see negative etching and touching jobs;

—for spotting prints, laboratory work, or library;

—for tinting, coloring photographs, and for Screen Process;

—for all art work, in commercial photography, photo-engraving.

With the Barré Retouching Lens Support, you can adjust the retouching glass readily and hold it firmly in any desired position.

It leaves both hands free and is, therefore, the most useful device of its kind on the market. All metal construction—strong and durable. You need it.

Price $3.00
(Without Glass)



Does many things well—but if it did nothing more than take the stress and strain off your eyes, it would be worth more to *you* than is asked for it.

PYREX Graduate

32 ounce—1 quart

FOR PHOTOGRAPHIC USE

WITH PERMANENT RED GRADUATION MARKINGS

SAFE to Use . . .

Resistant to breakage from hot or cold liquids. No sharp edges. Smooth—inside and outside.

EASY TO READ

Red markings give clear, quick readings. Amount of liquid content always visible.

PERMANENT RED GRADUATIONS

Never fade or grow dim. Fused into the glass—permanently. Always bright and clear.

WIDE TOP OPENING

For easy cleaning and convenient stirring.

WIDE BASE

Stands firmly—doesn't tip over easily.

LIGHT IN WEIGHT

A Blown Graduate—easy to handle and carry.

Price $1.00

JERRY

(Continued from page 23)

One of the funniest sign combinations used to be on Market Street near Fourth. One half of the store was used by a studio which put up a big sign—

"Our 98c pictures are as good as any at $5.00."

The other half of the store, where they sold candy, had a big sign that said—

"NUTS"

Next door, the California Theatre had a big sign what said—

CALVALCADE Pronounced
Success

That must have been a big help to the foreigners trying to learn our talk.

All the mistakes are not in signs. Sometimes the letters are missing in letters. A lady insured a fur coat and when she got the policy a letter came with it and told her the coat was covered for—

12 MO THS

That's all for this month. Now I'll say what the music store sign said—

ADIOS

—JERRY.

Floating Lid For Bottles

MR. ROUTERY of our staff has submitted a practical and workable idea. A bottle of developing solution contains air in proportion to the lack of solution in the bottle. Less solution and more air results in oxidized and spoiled developer. Mr. Routery makes use of a paraffin floating lid which keeps the air from the top of the developer at any level.

Place approximately ¼ of a cake of paraffin in a pan of water which should be boiled until the paraffin is thoroughly melted and apparently has become a part of the water. Boil until all evidence of white has been removed. Then pour the combined solution into a bottle in which you would store your developer. Pour in sufficient to raise the level to the point where the bottle becomes too narrow but be careful that you don't pour in too much.

As the wax cools it becomes detached from the water just as oil and water will separate. In a short time you have a cake of paraffin floating on top of the water. The water can then be poured off. No matter how much developer you then pour into the bottle the paraffin will rise to the surface.

Stainless Steel Trays

After much costly experiment, Stainless Steel Trays are now available. We have them in three sizes—8x10, 11x14 and for 16x20 prints. Stainless Steel Trays do not contaminate solutions. They are as readily cleaned as glass dishes. Light in weight they are sturdy and will not break, crack or chip if dropped.

A feature of the new tray is a slightly raised X design which permits the use of print tongs in removing films or prints. Order one and you will specify Stanless Steel Trays on all future orders.

8 x 10 size	$ 4.00
11 x 14 "	10.00
16 x 20 "	18.00
Hypo Fixing Bath for prints up to 11 x 14	10.00

For Sale

Direct Positive Outfit

Complete with booth, camera, lights and everything necessary. Merely install in your studio and start to use.

Information may be obtained from:
Box 2395, THE FOCUS.

Kathleen Dougan, well-known Berkeley photographer, has moved to 4488 Reinhart Drive in Oakland.

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

CHRISTMAS GREETING CARD MASKS

Prior to the arrival of new designs we offer a few sets left from last year. These masks can be used from one year to another.

Wilson Masks ..... $3.50 a set
Willo Masks ..... 1.75 a set
No. 1 Eastman Outfit ..... 2.00 a set
No. 2 Eastman Outfit ..... 2.00 a set

8x10 F S used Printer. This is a foot-operated printer.

Bargain Price $35.00

Sterling 8x10 Commercial Tank Outfit. Consisting of blue tank for developer and white tank for Hypo, and a blue Water Jacket.

Bargain Price $15.00

Edwal #108 Glycin Developer for paper. Greatly reduced in price.

Bargain Price—quart size ..... $ .25
Bargain Price—gallon size ..... .90

F & S Vignetter for Studio Camera

Bargain Price $7.50

No-Grain Developing Powder, each container sufficient to make 26 ounces fine-grain developer.

Bargain Price ..... 20c a can

Eastman Miniature Enlarger, Model A—good condition $42.50

Two 8x12x42 Sterling Developing Tanks, finished in white enamel and suitable for Hypo. Condition is excellent.

Bargain Price ..... $14.00 ea.

No. 10 Testrite Reflector and Stand. A reflector of flat design intended for 1000 watt tubular lamp.

Bargain Price $9.75

Rise Print Straightener with motor. Excellent condition.

Bargain Price $32.50

Arc Proof Lamp with resistance. Can produce 12 proofs at one time. A desirable installation in any studio. Illustration gladly sent on request.

Halldorson Spot Lamp and stand. Good condition.

Bargain Price $18.50

Beattie Odetta Twin Arc Lamp, studio model. The most powerful Arc Lamp made for studio use. Looks like new.

Bargain Price $55.00

Beattie Hi Arc Spotlight and stand. Very fine lamp. Like new.

Bargain Price $45.00

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering

Descriptions and illustrations of any article gladly sent promptly

HANCE GROUND GLASS SUBSTITUTE

A standard item for many years

Bargain Price, per bottle .... 38¢

Cirkut or Medley Print Frame with Plate Glass 8x10 inches

Bargain Price $6.50

Horseshoe Wringer with 16 inch rollers

Bargain Price $12.75

"Money Making Ideas For Portrait Studios" by Abel

Reduced to

Bargain Price of $2.00

5x7 Eastman Auto-Focus Enlarger with stand $110.00

1 Pair 12" Condensers, in metal round mount,
Excellent condition $35.00

Ansco Universal Stand $17.50

Model A Argus Camera.....$9.50

16x20x6 Sterling Tank. Condition like new. Suggested for Hypo tank

Bargain Price $8.50

CONVERTED BEATTIE FLOODLIGHT

A Beattie Arc Lamp has been converted by the addition of mogul sockets and #4 Photoflood lamps so that it offers an attractive appearing, efficient, high power lighting unit at moderate price. Diffusion curtain is included. Here is an excellent camera room lamp at popular price

Bargain Price $59.50

Beattie Norma Twin Arc Lamp. Good condition. This lamp requires no special wiring and will produce enough light for average requirements. Monthly payment terms can be arranged

Bargain Price $42.50

Johnson Ventlite Junior Reflector and Adjustable Stand

Bargain Price $10.50

14-inch Condensing Lenses in modern book type mount. Excellent condition

Bargain Price $65.00

5 pound can Resublimed Pyro standard brand

Bargain Price $9.95

Stoneware Tank for 5x7 or 8x10 negatives. Measures 7½x10½x11½

Bargain Price $4.75

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Baby Posing Chair. All metal with velveteen cushioned seat. Fine condition.

Bargain Price $9.50

3¼x4¼ R. B. Auto Graflex with case and adapter. No lens.

Bargain Price $65.00

4x5 R. B. Series B Graflex with Kodak Anastigmat F4.5 lens, film holder and magazine.

Bargain Price $87.50

STONEWARE TANKS

The few 42-inch Stoneware Tanks on hand are offered at bargain prices in order to make room for other stock. These are new tanks in their original crate and are the kind we have used in our own Finishing Department for the past 16 years without replacement or special attention. The bargain prices include a substantial reduction from the original.

	Inside Measurements			*Bargain Price*
	Length	*Width*	*Depth*	*Each*
2—18 gal.	10½ in.	9½ in.	42 in.	$21.00
5—24 gal.	14 in.	9½ in.	42 in.	27.00

A year to pay.

3¼x4¼ Graflex, Series C, with 6½-inch Cooke F2.5 lens and case and Focus Panel.

Bargain Price $145.00

4x5 Graflex B with F4.5 B. & L. Tessar, 6 Plate Holders and Case..... ..... **$57.50**

Korona #2 Stand, shopworn, **$13.50**

3¼x4¼ R. B. Graflex with case and adapter. No lens.

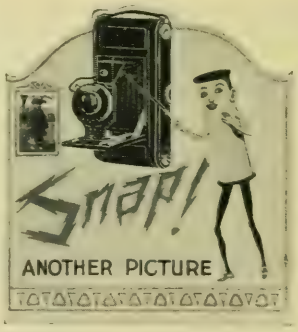
Bargain Price $75.00

Seneca Heavy Oak Tripod for 8x10 cameras. Can be extended to 5 feet.

Bargain Price $8.50

4x5 R. B. Series B Graflex with film pack adapter. No lens.

Bargain Price $47.50



Window Display Cards as shown in the illustration. Printed in 3 colors. Size, 27x29 inches.

Bargain Price ..... $ .49 each

Halldorson 4-Unit Studio Lamp and Stand. No. 4 flood lamps are suggested, or you can use 15 hundred-watt Mazda lamps.

Bargain Price $98.50

5x7 Home Portrait Camera with 14-inch bellows. 8 plate holders and case are included. Excellent condition.

Bargain Price $28.50

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Description and illustration of any article gladly sent on request.

Beattie Maxipan Studio Lamp. Latest model. Condition like new.

Bargain Price **$95.00**

3¼x5½ Graflex with 5x7 B & L Tessar, 1C, adapter, case and holder.

Bargain Price **$45.00**

Duplex Jr. Twin Arc Lamp with case and stand. A good lamp for Home Portrait or Commercial use, or proofing.

Bargain Price **$22.50**

6½x8½ HEAVY PRINT FRAMES With Glass

Bargain Price ..... **70¢ each**

Heavy Senica Oak Tripod for 8x10 camera—open to 5 ft..... **$8.50**

CHRISTMAS STOCK PAPER

An assortment of 4¼x5½ double weight Azo is available in 2-dozen and 1-gross packages. Fresh stock. Send for list.

3¼x4¼ Series D Graflex with 6-inch Zeiss Tessar lens and case. Film pack adapter is included.

Bargain Price **$98.50**

4x5 R. B. Graflex with 10-inch F4.5 Kodak Anastigmat lens and film pack adapter.

Bargain Price **$140.00**

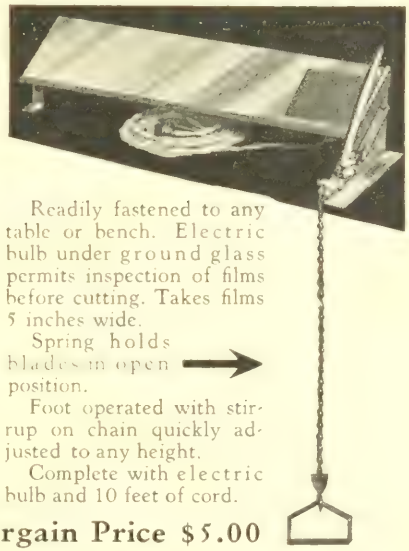
Beattie Hollywood Hi-Lite Twin Arc on portable stand with castors. Requires no special wiring.

Bargain Price **$35.00**

SPEED UP

with the

Barré Film Cutter



Inspect and cut films at one operation—with greater ease. Foot operation leaves hands free and produces remarkable cutting speed.

Beautiful chromium plated finish. Simple, sturdy construction with self-sharpening blades made of best tool steel, hardened and ground to keen cutting edge, insures long life.

Readily fastened to any table or bench. Electric bulb under ground glass permits inspection of films before cutting. Takes films 5 inches wide.

Spring holds blades in open position. →

Foot operated with stirrup on chain quickly adjusted to any height.

Complete with electric bulb and 10 feet of cord.

Only one left . . . . **Bargain Price $5.00**

Good Lenses for Less

		Speed	Focus	Shutter	List	Bargain
190I	Vitax	F3.8	16″	Studio	$186.00	$85.50
106A	Ilex Paragon	F4.5	12″	no	130.00	80.10
12C	Adon Telephoto			no	42.50	17.55
150D	Goerz Dagor	F6.8	4¼″	Compound	55.00	24.30
16I	Cook Cine	F3.5	1″	no	35.00	12.60
16J	Wollensak W.A.	F9.5	6¼″	no	65.00	26.10
18F	Xenar	F3.5	7⅛″	no	72.00	58.50
28J	Tessar	F2.9	3″	no	90.00	40.50
32B	Protar V	F18	7 3/16″	no	39.00	17.55
162I	Protar IV	F12.5	6 1/16″	Volute	58.00	15.75
32I	Ilex Port	F3.5	10″	no	90.50	51.75
36F	Velostigmat Ser II	F4.5	6″	no	37.50	18.90
36H	Heliar	F4.5	14½″	no	170.00	85.50
130B	Barre Portrait	F5	6″	no	21.00	11.25
38C	Tessar IC	F4.5	7 7/16″	no	48.00	31.50
164J	Velostigmat 1A	F6.3	12″	Optimo	131.00	60.30
38J	Protar	F6.3	12.5″	no	74.00	40.50
42K	Dallmeyer Cine	F2.9	2″	no	75.00	43.00
44B	Cine Kodak	F4.5	3″	no	38.50	27.50
44C	Cook Cine	F3.5	2″	no	61.60	57.50
44F	Tessa IC	F4.5	7 7/16″	no	48.00	31.50
44G	Citrona	F6.8	4¾″	no	25.00	7.75
46C	K. A. Cine	F2.7	15mm.	no	45.00	25.00
166K	B. L. Zeiss	F7	7″	Compound	108.00	65.00
48A	Dogmar	F4.5	6″	no	60.00	25.00
48B	Zeiss Tessar	F2.7	1″	no	51.00	31.00
48H	Zeiss Tessar	F4.5	7″	no	58.00	45.00
48J	Zeiss Tessar	F2.8	50mm.	no	28.00	18.00
48K	Cook Cine	F1.8	1″	no	82.50	75.00
50C	Velos Ser II	F4.5	3 1/2″	no	27.50	17.50
50E	Cook Special	F1.8	1″	no	75.00	45.00



EASTMAN **PANCHRO-PRESS FILM**

HERE is a film with so many fine qualities that it is just as adaptable to commercial, or illustrative, as to press photography. Speed brilliance gradation essentials in almost every branch of photographic work—are its outstanding characteristics. The dramatized illustration above is an example. Eastman Kodak Company, Rochester, N. Y.

EASTMAN PANCHRO-PRESS FILM

FOR BETTER COMMERCIAL OR NEWS PICTURES


KODABROM
THE
DIFFERENT
ENLARGING
PAPER
KODABROM is the ideal paper for making prints for halftone reproduction, for photo finishing enlargements, and for all other commercial enlarging. It gives rich black tones, has wide exposure latitude, and unusual development speed. Made in seven grades, each in four contrasts. Eastman Kodak Company, Rochester, N. Y.
KODABROM for Finer Commercial Enlargements

THE FOCUS

Published Monthly in the Interests of Professional Photography

VOL. XIV OCTOBER, 1938 No. 10



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THE NEW SPEED GRAPHIC
(See Page 5)

Published by
HIRSCH & KAYE
SAN FRANCISCO

DEFENDER

Film

for Black & White *or* Color

"ORTHOS"

Portrait ⁄ Portrait HGS ⁄ Pentagon ⁄ X-F Orthochromatic
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Panchromatic Process ⁄ X-F Pan Press ⁄ Fine Grain Panchromatic
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DEFENDER FILM has provable merit. The more discriminating you are, the greater your experience, the more quickly that merit becomes apparent.

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Rochester, N. Y.

THE FOCUS

Prepared and Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE
239 Grant Avenue, San Francisco
The Largest Independently Owned Photo Supply House in the West

VOL. XIV OCTOBER, 1938 No. 10

Introducing—



CARL BARTELS . . .
. . . *Santa Barbara*

Carl Bartels is a native of Rensburg, Germany. His parents were teachers, his mother being an instructress in sewing in the same school where his father taught. He was one of 8 children. His boyhood was spent in a typical small German community. His parents naturally wanted him to be a school teacher, but in the face of the boy's resistance and other preference, later yielded and agreed that he should be a photographer. The boy's real ambition at that time was to be a florist.

Through the interest of a friend and at the age of 16, young Bartels started his apprenticeship of 4 years in a studio in Schleswig, Germany. Later he opened his own studio at a summer resort, after which he decided he would rather live in the United States, and we next heard of him as the owner of a studio in Chicago. For the past 11 years he has been the owner of a studio in Santa Barbara.

As a child he was very fond of drawing pictures of people and animals, and the possibility of using photography in his study of flowers caused him to seriously consider photography as a career. He is a member of Elks Lodge No. 613, Santa Barbara. Mrs. Bartels serves as receptionist in the studio.

He has several hobbies in addition to the study of flowers and plants, and includes fishing and the raising of canaries among his pleasures. Photographers visiting in Santa Barbara will find Mr. and Mrs. Bartels congenial people to visit.



A neighbor dropped in one evening. A department executive in one of the great corporations of the country. "Funny thing about hospitals," he said; "they get thoughts into your head that all the platform speaking and elegant textbooks can't get in. Why, a little narrow cot in a white-walled room is a veritable recording medium of fresh inspiration—after the healing touch of nature makes you forget the fever and the pain. I realized it only today. The chairman of the board of our company went through a critical operation. A conscientious man. Ruggedly honest. Fiercely honest, I ought to say. A disciplinarian. Hard as flint, sharp as a Sheffield blade at times; not always approachable. Been on his back the past month, and today, convalescent and almost ready to leave the hospital he said to me: 'By George, there's this about a hospital that's good for you. It gives you a lesson in humility. It forces you to see that we're all sustained by a fine silver cord . . . that may snap . . . sometimes before you're quite ready. And it opens your eyes to the rareness and the beauty of simple things . . . like kindness and patience.'

"I looked at my dog. He was listening, too."—*Oliver Gross.*



"ENVOY" Christmas Greeting Folder

Color, White.

A clever new design for 1/4 of 5 x 7 or No. 120 prints, made of fine antique finish paper, folded twice so as to give it four page thickness. It has an opening in the first page for the print and on the inner page is a suitable greeting for the holiday season. Delicately printed and finished with a neat deckled edge.

Photographic Christmas Cards are becoming more popular each year and they should add substantially to your profits. In ordering, please be sure to state whether you wish them for vertical or horizontal prints.

Opening—2-1/16 x 3-1/16.

No. 223—Vertical	$3.50 per 100
No. 323—Horizontal	3.50 per 100

(Envelopes included)

THE GROSS PHOTO SUPPLY CO.

MANUFACTURERS TOLEDO, OHIO

Canadian Agents: W. E. Booth Company, Limited, Toronto, and Montreal

The New Graphic

(For illustration, see front cover)

A REMARKABLE camera engineering achievement and one that many photographers — amateur and professional alike—will hail with enthusiasm is the new Miniature 2¼x3¼ Speed Graphic just announced by the Folmer Graflex Corporation of Rochester, N. Y.

Most notable feature of the new camera is its greatly reduced size—36% smaller than the next larger Speed Graphic camera size. Only 3½" deep, 4⅞" wide and 5½" high, it is hardly as tall as two packs of cigarettes and much narrower. Here's a Speed Graphic that is really small, light and compact.

The new camera has all the advanced features which have made Speed Graphic cameras the acme of versatility and efficiency, and several new ones not at present found in other members of the Speed Graphic line. One of these is built-in focal plane shutter flash synchronization at *all* focal plane shutter speeds of 1/60 and faster. Another new feature is the provision of dual focusing knobs to make focusing easy and natural for either right-handed or left-handed owners. Helical racks and pinions have been included in its design to afford perfectly smooth, frictionless focusing without backlash. Another new feature is its all-metal bed—supplying greater rigidity and increased protection of camera mechanism and lens when the unit is closed for carrying.

Its removable lensboard accommodates a wide variety of speed, telephoto and wide-angle lenses, a feature which, combined with the camera's 24 focal plane shutter speeds, gives the owner a picture-taking range sufficient for any occasion. Both an optical finder and a folding wire frame finder are provided—the latter facilitating the picturing of fast action.

The new Miniature 2¼x3¼ Speed Graphic possesses a double extension bellows which enables one-to-one copying and, with short focal length lenses, direct magnification of almost two-to-one. Like all other Speed Graphics, it has a rising and falling front—a feature that becomes invaluable in interior and architectural photography—and ground glass focusing either in the Graphic or Graflex type of back.

Available for the new camera is a special Kalart internally coupled range finder which is synchronized to focus through a range of from four feet to infinity.

These features make the new Miniature 2¼x3¼ Speed Graphic an ideal camera for all types of picture-taking, night or day. Close-ups, action shots, scenics, pictorial studies, portraits and all-around "snap-shooting" are easily within its range.

Never before, according to Graflex, have so many advanced features and such great versatility been incorporated in a camera so small in size. This newest Speed Graphic was enthusiastically received by those attending the recent National Convention in Chicago.

←⁘→

He is unwise who permits the grass to grow between his house and his friend's.—*Confucius.*

←⁘→

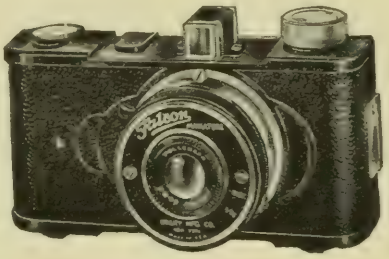
The fastest possible exposures in the early days of photography were around 3 minutes in bright sunlight. Today, exposures can be made in 1-1,000,000th of a second.

←⁘→

The man who looks for success in finding something soft should remove his hat.

FALCON MINIATURE

THE LOWEST PRICE "CANDID TYPE" CAMERA, USING STANDARD FILM



RETAILS AT

$3.98

- Equipped with Wollensak Minivar 50 mm. lens.
- Fixed focus—no guesswork—extremely simple to operate.
- Stops for time exposure and snapshots.
- Latest "Spyglass" eye-level view finder.
- Compartment in camera for reserve spool of film.
- USES STANDARD KODAK 127 or AGFA A8 FILM and PRODUCES 16 PICTURES ON ONE ROLL OF FILM.
- Takes sharply detailed pictures that make good enlargements.
- Sturdy Neilite case in Ebony Black. All exposed metal parts are chrome finished and the front plate is etched in chrome and Ebony Black enamel.

FALCON CANDID CAMERAS

With F 45 Lens
$17.50

With F 35 Lens
$21.50

Falcon Candid Cameras are equipped with 2-inch Wollensak lens, Deltax Shutter, with speeds up to one-one hundredth of a second; contain built-in focusing mount, spy-glass view finder shutter attachment, and cable release; can be used on a tripod, and equipped to receive a standard range finder.

Loaded with vest pocket (127 film) producing 16 pictures on a roll. The fast lenses permit the use of Dufay Color Film.

These cameras are especially suggested for your holiday trade. Display them now. Attractive prices to dealers.

Tiffany Vignetting Powder

A negative with blocked up shadows will produce an unattractive picture. Tiffany Vignetting Powder is applied to back of negative, on the shadows or transparent parts of the negative, to hold back the light of your printer, to bring out the detail that would otherwise be lacking.

Apply with cotton on the end of your finger. You have absolute control of the degree to which you build up the shadows. Easily removed with alcohol.

In modern studios, there will be a package of Tiffany Vignetting Powder for each printer. Supplied in two shades:

No. 1—INDIAN RED (dark)
No. 2—VENETIAN RED (light)

Per Ounce, 50 cents

Order Today from HIRSCH & KAYE

Wolff's Carbon Pencils

Wolff's Carbon Pencils are especially desirable for spotting prints. They leave no shiny or lustrous mark, and it is just about impossible to detect where they have been used. There is no other pencil that will so well serve the purpose. They are available in various degrees of hardness, and you can have your choice of H, HH, HB, B, or 2B at price of 20 cents each. A still softer grade 3B is available at 30 cents. These pencils will be invaluable to you within a month, and we suggest you now place your each. A still softer grade, 3B, is availtate spotting.

Putz Pomade

Oldtime photographers will quickly recognize this product as a standard article for many years. It is a smooth working abrasive used for local reduction, and readily finds its place in every workroom. A tin of generous capacity will be sent at price of only 25 cents, sufficient for several hundred applications. Place your order today.

Moses R. Baird, veteran Fresno photographer, died in a Fresno Sanitarium on October 10. He was a veteran of the Spanish-American War, and a member of the United Spanish-American War Veterans.

Dry leather parts of the camera can be treated with either castor oil or neat's foot oil to make them pliable and soft. Treatment should be given daily for about a week.

Glass tops of bottles that fit tightly can be removed by applying heat to the neck of the bottle in the form of a cloth soaked in hot water.

SPECIAL ATTENTION TO MAIL ORDERS

MARGARET A. LIBRA

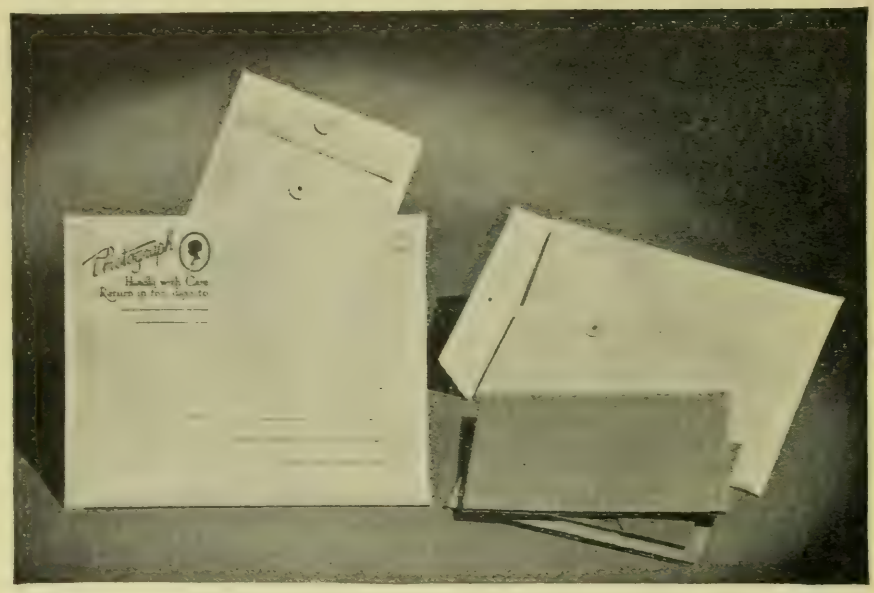
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An Extra Quality Mailer



For extra profits, suggest PROTECTO MAILERS when delivering the finished order.

The attractive printed envelope is of a strong, russet brown kraft paper —string tie. The two-piece, tough, double-faced corrugated fibre board the full size of the envelope, with the corrugation running at right angles, delivers the photograph safely.

PROTECTO PHOTO MAILER

G, H and J sizes..... 25 in a carton
All other sizes..... 50 in a carton

Sample postpaid at list price

Size	*Size of Board*	*Size of Envelope*	*Price per 100*
A	5¾x 8⅛	6⅜x 8½	$ 4.00
B	6⅜x10	7⅜x10½	5.00
CX	8¼x12	9 x12¼	6.00
D	8½x10⅞	9¼x11⅜	6.00
E	10 x13¼	10¾x13½	8.00
F	12⅜x15	13¼x15¼	10.00
G	13 x17	13¾x17⅝	12.00
H	16¼x20⅛	17 x21	17.00
J	14¼x17¼	15 x18	12.50

In stock at HIRSCH & KAYE

Kodak No. 35

THREE new Miniature Type Kodaks, designated Kodak No. 35, have been announced. Camera bodies are made of a pit, sealed grain moulding material, and exposure material parts are a combination of Satin, Chromium and Black Lacquer Finish.

Each Kodak No. 35 is fitted with a collapsible high level finder and automatic exposure counter. Lugs for carrying strap are provided. Focusing is done by revolving the lens mount and the range and all models is from four feet to infinity.

A special feature of the F4.5 and F3.5 models is the shutter, which is automatically set as the film is advanced for the next exposure. Double exposure is eliminated.

Kodak No. 35 with F56 lens and Codex Shutter is listed at $18.50.

Kodak No. 35 with F45 KA lens in Diamatic Self-timing Shutter is priced at $29.50.

Kodak No. 35 with KA special F3.5 lens in Kodamatic Self-timing Shutter is priced at $39.50.

Sole-leather field case to fit any model, $6.00. Carrying strap is priced at $1.00.

These cameras are offered to FOCUS readers for resale subject to the provisions of the Eastman Fair Trade Agreement.

←⁂→

Information Wanted

Information is wanted about S. E. Sturis, a photographer, recently located in Ventura and Pomona, and previously located in Deadwood, South Dakota.

←⁂→

A postcard received from **J. B. Rhea,** Monte Rio Photographer, indicates he is enjoying his tour of Canada. We heard from his from Toronto.

Mendelsohn Adjustable Reflector

THE numerous new sizes of flash bulbs available for SPEEDGUN photography makes it important that the photographer have some means of centering his bulb with the optical center of the reflector. The new Mendelsohn Adjustable Reflector is the answer. Insert the holder of the adjustable reflector in the same slot which ordinarily carries the leg of the fixed-focus reflector. The reflector slides up and down on this support until the flash bulb is perfectly centered in the reflector, and is then locked in position by means of a set screw.

Simple . . . efficient . . . you will find the Adjustable Reflector an invaluable aid in your work.

Priced, complete with Aplanatic Reflector $5.00

Adapter Set, for converting standard Aplanatic Reflector to adjustable unit (attached at Speedgun factory).....$2.00

←⁂→

Photographic Greetings

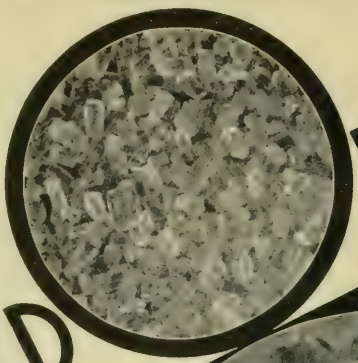
And How to Make Them

A well prepared book of more than 80 pages generously illustrated. A most timely aid in preparation of your Christmas cards. Contains additional suggestions for Birthday, Anniversary, Engagement, Bon Voyage, Easter, New Year cards, and cards for other special occasions.

Price.....75 cents

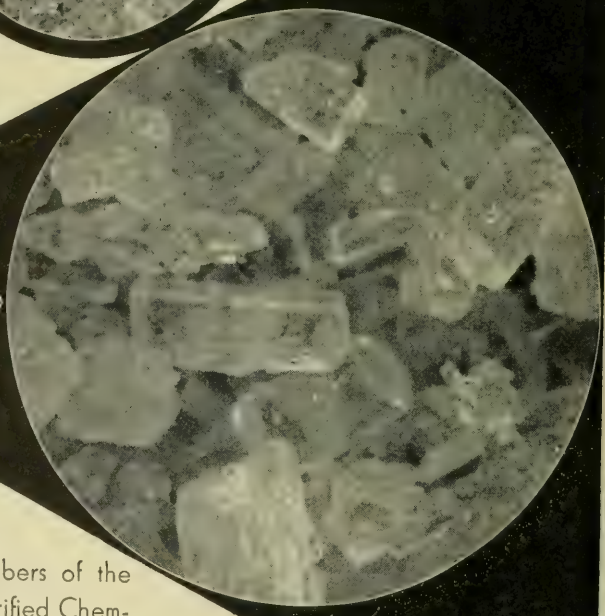
←⁂→

W. C. Bushnell is now the sole owner of the Bushnell-Perkins Studio at Ashland, Oregon. He has purchased the interests of his former partner.



HYPORICE*

CRYSTALS ENLARGED



HYPORICE* like other members of the Mallinckrodt Line of Photo-Purified Chemicals, has been physically improved as well as chemically perfected. It is hypo in rice-like grains; brilliant and uniform crystals. It dissolves quickly, making crystal-clear solutions. The smaller circle shows HYPORICE natural size. The large circle shows it enlarged several times. For the sake of purity and uniformity specify Mallinckrodt when you order photographic chemicals.

*TRADE MARK REG U. S. PAT. OFF.

Mallinckrodt

CHEMICAL WORKS

SECOND & MALLINCKRODT STREETS
SAINT LOUIS, MISSOURI
70-74 GOLD ST., NEW YORK, N. Y.
CHICAGO • PHILADELPHIA • TORONTO • MONTREAL

Buttress Display Board



BUTTRESS BOARD is a form of single face corrugated board with extremely wide corrugations. The ribs are 1⅝ inches wide and the board has sufficient strength to be rolled in the form of a column. It can also be used with the ribs placed in a horizontal position to serve as a background of the Venetian-blind type.

Photographers find it most useful in their camera room as well as for display purposes in their show windows.

The material has the appearance of fine lacquered wood and is quite smooth to the touch. It can be painted or colored just like wood. It is furnished in white color, size 3 x 8 feet, at price of $2.75 a sheet. Many photographers have already placed their order. Have you?

PHOTO ART PRINT GALLERY

A Perpetual Salon of Photography
Changed Every Two Weeks

Open every day except Sunday and Holidays, 10 A.M. to 5 P.M.—Saturdays, 10 to 1.

- Collections of the world's outstanding pictorial photographs open to the public without admission or entry fees.
- An exhibition gallery without commercial objective or intent for profit. Dedicated to the cause of the Art of Photography.

October 15th inc. 31st
Los Angeles Camera Club

November 1st inc. 14th
Photo Art Annual Salon of Photography

November 15th inc. 30th
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Visitors always will find a sincere welcome. This is your gallery. Avail yourself of what it offers.

775 MONADNOCK BUILDING
SAN FRANCISCO CALIFORNIA

Milky colored fixing bath solutions, usually the result of standing stored in a warm place or from improper mixing, should be thrown away. Chemicals for photograph work should be fresh and kept at the right temperature to insure good results.



A SHOT IN A MILLION!

You get them with SUPERFLASH the flash bulb that never fails

- To photograph kids in action is a job in itself. But twins in action—that's twice the job and practically impossible. Yet you and amateurs like you will find it easy with SUPERFLASH. Whether you're expert or inexperienced—SUPERFLASH brings you the surest way to get sparkling character shots under difficult conditions.
- Indoors or out—in any kind of light—SUPERFLASH increases your ability to catch character and action. Its lighting element of hydronalium wire affords 100% usable light and is scientifically controlled to assure perfect synchronization and positive results.

CASH FOR YOUR PHOTOS . . . Superflash photos wanted for exhibition, advertising and publicity use; especially human interest shots and action shots that dramatically picture how Superflash has stopped action. Model release required with all prints accepted. Address Superflash Photo Editor.

FREE VEST POCKET EXPOSURE GUIDE

contains the most complete flash and flood tables ever issued on the correct use of all SUPERFLASH and SUPERFLOOD photolamps with Agfa, Defender, Du Pont, Gevaert, Kodak and other films. Ask for your copy at your dealer's or write Wabash Photolamp Corp., Brooklyn, N. Y.

WABASH

SUPERFLASH

THE MODERN WIRE-FILLED FLASH BULB

Manufactured by WABASH PHOTOLAMP CORP., Brooklyn, New York

A Photographer Tells Us

A RATHER interesting letter was received from Jack Mattoch, whose studio is located in Weiser, Idaho. Mr. Mattoch wrote because of his interest in THE FOCUS, and while the opinions expressed are those of Mr. Mattoch, we publish his letter because photographers will find something to think about as they read his letter:

Gentlemen:

Have just sold a set of pictures showing two Mormon crickets fighting to death, to "LOOK MAGAZINE." Was very much pleased with the price LOOK is willing to pay for my pictures. Especially since these pictures were made in spare time, and in no way bothered our regular routine or caused us to lose any business. As a matter of fact the publicity we will enjoy from these pictures will be priceless, as this is the one type of advertising anyone will admit is the best, to convince our local patrons that we are tops and can do good work.

The moral of this letter is that apparently the small town photographers have just as good an opportunity to cash in on their ability and ideas as the big boys in the larger cities do. Not to mention the very favorable publicity that cannot be purchased at any price. Am writing you in hopes you will publish the ideas in this letter in your trade journal, FOCUS, to inspire other small time boys to get their feet wet. Please do not feel that I'm looking for personal glory as your publication cannot make me any money. As a matter of fact all I've ever received from brother shutter snappers was a lot of conversation and loss of time.

Seems to me there are too many of us who in spare time sit around and complain about bad business, when the editors are crying for good pictures, willing to pay more for one set of pictures than the profit a man can receive from two dozen portrait sittings. It's about time we stop complaining and wishing for the good old days to come back again and look around for new markets for our work. The amateur is more than going to town in the editorial world, while most of the professionals are seemingly satisfied to sit back and scornfully reply, so what? Well here is so what—these boys who work in offices, drug stores, etc., aren't making enough dough to pay for the expensive cameras and photographic equipment they are using, from the wages they are being paid on their regular job. They are selling pictures at sweet prices, and the best equipment isn't too good, due to the money that equipment can make them. While the average professional goes out on a job with a camera of unknown vintage that has been patched and repatched until it looks like something the cat drug in. Maybe they enjoy working under a handicap, but I for one do not, because a man is only as good as his equipment will allow him to be. Oh, yes, every once in a while some smart boy pops up and says, I could do just as good with a box camera.

I say NUTS—why isn't he using one?

I hope this has not become boresome, but it seems to me your FOCUS is a magazine devoted to the betterment of the professional photographer, and it's about time someone starts waking us boys up with a suggestion now and then that is not only practical but proven. Thus the reason I have gone into such detail in hopes you will do something about it. Why am I so interested in my brother photographers? Because united we stand, and divided we fall. The newspapers and magazines think our work is pu-

(Continued on page 15)

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STERLING TANK OUTFITS
SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.
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Ask your Dealer for prompt shipment or write us.


2 SIZES
12, 19
gallons
Water-Jacket and 2 Tanks with circulating water for temperature regulation.
COMPLETE
COMPACT
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EFFICIENT.
The best by test.

We concentrate on this one business . . .
PHOTO SUPPLIES
You can buy anything you need from one dependable firm.
Try HIRSCH & KAYE *first*

"Prices to Charge for Photographs"

In this new book Mr. Snyder tells you prices you may expect to receive in selling photographs—for use in a national advertising campaign—as a feature picture in a newspaper—for use in an illustrated magazine article. Photo post cards—personal Christmas and greeting cards—photos of homes and gardens—copying old photographs, documents, etc.—architectural photographs—accident and court photography—to all types of magazines, newspapers, advertising and publicity bureaus.

Price 50 cents

A Photographer Tells Us

(Continued from page 13)

trid. If a man wants proof of that statement make a call on the editor of a fair-sized paper and ask his opinion of the usual run of fussy portraits he gets for his society column, etc. Let's not wait until the public feels the same way; let's go after the news work and build up our prestige. No professional man is looked down on as much as a photographer. Why? Because he has no code of ethics like a doctor, lawyer, etc. No real organization to bring this about, so we had better pin our ears back and gain our place in the sun.

Cordially yours,

Jack Martin

Now Everybody Can Sponge

A recent addition to our stock of sponges is the Parco Cleaning Sponge made of very soft, porous rubber, and suitable for many purposes. These sponges are convenient in size, measuring ½ x 2½ x 4 inches. You will want several for your workrooms and probably several more for the other uses mentioned on the wrapper. The price is only 25 cents, and at this price you can afford to buy them by the dozen. Re-sale prices will gladly be quoted in quantities of twelve or more.

Photographic materials are made with a standard of purity as high as pharmaceutical chemicals, yet are produced in quantities far greater, and to a larger extent in total darkness.

Gelatine manufacturers reserve the first and best extractions for the photographic industry; the second goes for food purposes, and the third extraction for glue-making.

The Power of a Dime

BUSINESS men all over the country are being reminded that "When you put off buying needed things, you keep people out of work." When one stops to consider the interdependence of business, the truth of that statement is obvious.

But the trouble seems to be too many of us feel because we can't build a new plant, or invest in heavy equipment, or expend several thousands of dollars in any one of numerous ways, that we can take no part in the drive for better business. The size of the task baffles us. We have forgotten that a journey of a thousand miles begins with just one step.

Just *one dime a day* will provide the step. If every citizen of the greatest country on earth will spend just one more dime each day for something that is *actually needed;* if every salesman will make just one more call and sell one more dime's worth each day, business will be better, more people will have jobs, good times will be here.

If a man hasn't a job, he can't buy. If he had a job he would buy. . . . *He wants to.*

PIC-SHARP

The Magnifier for Ground Glass Focusing

PIC-SHARP does for ground glass focusing what the SEE-SHARP does for the enlarger . . . makes images brighter, three times larger.

If it is sharp in the Pic-Sharp, it is needle-sharp on the negative.

Soft rubber . . . fits easily into vest pocket or kit . . . cannot scratch finest glass or equipment.

Price $1.00

Drop It! Step on It!

You Can't Break It!

PIC-SHARP Assures Sharper Pictures!

SEE-SHARP and PIC-SHARP *are distributed by* HIRSCH & KAYE

Sussman Mounts wil

We have them in stock



VENTNOR FOLDER

White and India Rag Stocks—Deckled Edges
—Slip-in Style

This style, pleasingly soft in appearance, should harmonize well with any style of portraiture. The insert has a faint tint and an embossed line effect in platinum ink.

Print Size	*Outside Size*	*Price per 100*
4 x 6	6½x 9¼	$ 8.00
5 x 7	7¼x11	10.00
6½x 8½	9¼x12½	13.50
8 x10	10½x14	15.00
10 x 8 Group	13 x11⅝	15.50

Sample on receipt of 15 cents



FORES

Coated Stocks—Serrated
Black and Silver—Sli

Distinctly modernistic, in
look modern in every way-

Print Size	*O*
3x 5	5
4x 6	6
5x 7	7
8x10	10
10x 8 Group	12

Sample on rec

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"Sussman Mounts Are Paramount"

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• Order them today



EASEL

derlay—Black and Gold—
n Style—Oversized

ded to make your portraits
easonably priced.

de Size	Price per 100
7⅝	$ 7.00
9	8.75
0⅛	10.00
3½	17.00
1	17.00

t of 15 cents



RODNEY EASEL

Coated Stocks—Gray Only—Serrated Underlay—
Slip-In Style

This is the style made particularly for those who like striking effects in their mountings. Very reasonably priced, this should be a winner for your school work.

Print Size	Outside Size	Price per 100
4 x 6	5⅜ x 8⅜	$ 7.25
5 x 7	6¾ x 9½	8.50
6½ x 8½	9 x12	13.50
8½ x 6½ Gp.	10½ x 9¼	13.50
8 x10	9½ x12½	14.00
10 x 8 Group	12½ x11	15.00

Sample on receipt of 15 cents

& KAYE

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"Sussman Mounts Are Paramount"



New! Faster! Better!

ACKSON ELECTRIC PRINT DRYER

Dries Prints in FIVE MINUTES

es you smoother, better prints at a fraction of the cost of commercial prints. many quality features found only in high priced professional equipment. w offered at a *sensationally low price!*

- ACCOMMODATES TWO 8x10 PRINTS, one 11x14 print, or standard 10x14 Ferrotype tin. Use Ferrotype tin for snap-shots. Either glossy or mat finish obtainable.
- GENUINE ALCOA ALUMINUM PLATTEN . . . adjustable tension device, Armco steel base, baked Morocco finish, separate connection cord.
- UNIFORM HEAT AND PRESSURE . . . long-life heating element scientifically distributes heat to all parts of platten.
- VERY ECONOMICAL . . . consumes less than 300 watts, operates on AC or DC, 115 volts.
- Has many other quality features. Illustrated folder free upon request.
- COMES COMPLETE WITH CORD . . . ready to use as soon as unpacked. No extras to buy.

Price only $10.50

Dealer orders invited

You should also display the

JACKSON PRINTER

All metal—rubber pad hinged platen—adjustable masks—35 mm. film to 4x5 — spring negative clamp — built-in safe-light — complete with lamps and lamp indicator. All this, and more, for only

$6.50

The Road to Ruin

A few days ago we received enclosure with a letter, which we thought would justify reproduction in THE FOCUS. It is a printed slip measuring 3x6 inches and readily enclosed with an order for Developing and Printing Service. We quote the message.

THE ROAD TO RUIN

As told by a roll of Snapshots:

"I am a roll of film.

"My Owner took me on his vacation and with me recorded beautiful scenery on the way.

"He thought he would save some money by having me finished for only 25 cents at a mail order house. What a finish it was.

"I was developed and printed by inexperienced workmen and on the cheapest materials. I lived awhile, but soon I started to fade away and turn yellow. My Owner wasn't so proud of me so he sent me to his friends to fade out in their albums.

"If I had been finished by an expert I would have been permanent.

"My Owner took good pictures of me and had I been finished properly I would have never gone on the Road to Ruin."

(Signed) A ROLL OF SNAPSHOTS.

MORAL:

It may cost a few cents more to have your Snapshots done by a good photographer, but isn't it better to know your pictures will be permanent and that you can get personal service from a Specialized Camera Store?

Try us. We guarantee our work. You will be satisfied. Our prices are reasonable with no sacrifice in quality.

•

WILLIAMS' PHOTO SERVICE
1007 MAIN ST. BOISE, IDAHO

←⁂→

The rear portion of the Richter Studio in Orland, was considerably damaged by fire on September 5. The Fire Department thought the fire had been extinguished only to be called back an hour later to face a much bigger job. Unfortunately for Mr. Richter, he was in no way responsible and was the victim of circumstances over which he had no control.

Willo Assorted Greeting Card Outfit

Again we announce a complete new card production outfit for cards 4¼x5½ inches with 2x3 picture opening. The Willo Greeting Card Outfit is more versatile and useful than most sets because the six masks each with different sentiment are made up of the following assortment:

Three Christmas Masks
One Mother's Day Mask
One Father's Day Mask
One Birthday Mask

An embossing tool and frame are included in the low price of $2.50 a set. Order your 1938 Willo today and prepare your samples.

←⁂→

Scotch Tape Dispenser

A new form of dispenser for Scotch Tape has been announced. It is designed for widths up to and including ¾ of an inch and measuring 1296 inches in length. This permits considerable latitude in the use of material.

The dispenser is a metal casting of convenient design and occupies not much more room than a pin cushion. Rubber Vacuum feet, attached to the dispenser, causes it to stay where you place it. There are many uses for the dispenser in your work rooms and on your wrapping table. The new model is called the desk dispenser and sells for 75 cents.

←⁂→

The Penny Studio has moved from the former address where the studio was located for many years to 390 19th Street, Oakland.

←⁂→

Light struck negatives are frequently caused by failure to push the slide back straight. The slide should never be started at one corner and then straightened, as the felt light trap is opened up by this procedure.

Gevaluxe
Velours

THIS new, *patented* paper is so totally different from any other that it beggars description. To appreciate its revolutionary character, you must inspect an actual print, and see for yourself the extraordinarily stereoscopic effect which Gevaluxe lends to a picture. Prints may be seen at Hirsch & Kaye's, San Francisco.

The Gevaert Company of America, Inc.
6368-70 Santa Monica Boulevard
Los Angeles
New York—Chicago—Toronto

Hirsch & Kaye carry all Gevaert Products

What Filter to Use?

THIS filter table will answer your filter questions. Let us say, for example, that you have a light yellow filter, a Wratten K1. What happens when you use it? Under the column "effect" you read that it causes blue objects to appear darker. Under the column "use" you read that this light yellow filter is used "To bring out clouds" or "To preserve detail in blue clothing."

The second column, "Exposure Factors", tells how much to increase exposure. Using the K1, for example, you find that its exposure factor is 2 with ortho film. This means that you double exposure time when using ortho films (verichrome, plenachrome, etc.).

Filter	*Exposure Factors*				*Effect*	*Use*
	Ortho Films		Pan Films			
	Sun	Mazda	Sun	Mazda		
Light Yellow						
AGFA No. 1	1.5	1.0	1.5	1.0	Causes BLUE objects to print slightly darker than without a filter.	To bring out clouds. To preserve detail in blue clothing.
LEITZ No. 1	3.0	2.0	1.5	1.5		
WRATTEN K1	2.0	2.0	1.5	1.5		
ZEISS Light	2.0	1.5	1.5	1.0		
Medium Yellow						
AGFA No. 2	3.0	2.0	2.0	1.5	BLUE prints slightly darker than with the light yellow filter.	Good cloud rendering. Good detail in blue clothing and flowers.
LEITZ No. 2	6.0	2.5	2.0	1.5		
WRATTEN K1½	4.0	3.0	1.5	1.5		
ZEISS Medium	3.0	2.5	2.0	1.5		
Dark Yellow						
AGFA No. 4	5.0	3.0	2.5	2.0	All colors print in the correct technical values.	Strong cloud rendering. Haze and mist cutting.
LEITZ No. 3	8.0	3.0	2.0	1.5		
WRATTEN K2	5.0	3.0	2.0	1.5		
ZEISS Dark	4.0	3.5	2.5	2.0		
Green						
WRATTEN X1	7.0	—	4.0	—	Similar to medium and dark yellow filters except that GREEN and RED print lighter.	Landscapes, particularly where it is desired to brighten greens.
WRATTEN X2	10.0	—	—	5.0		
Orange						
WRATTEN G	7.0	6.0	2.5	2.0	BLUE objects print darker than they appear to the eye. Other colors print lighter.	Unusual clouds. Haze cutting. Snow scenes.
ZEISS Orange	10.0	6.0	3.0	2.5		
Light Red						
WRATTEN A	—	—	4.5	3.0	BLUE objects print quite dark, RED quite light and GREEN slightly dark.	To distort the color values to obtain good separation.
LEITZ Red No. 1	—	—	7.0	3.0		
Dark Red						
WRATTEN F	—	—	10.0	5.0	BLUE objects print very dark, RED very light and GREEN quite dark.	Dramatic effects. Moonlight effects. Copying Blue Prints.
LEITZ Red No. 2	—	—	40.0	20.0		

A Rich, New Easel for the Fall Season



THE CAVALIER

The quiet richness of the design and the stocks combine to produce an utstanding easel.

You must see samples to fully appreciate the sales possibilities of the CAVALIER—ask your stockhouse representative to show them to you. For 5 cents we will send you a sample of the 4x6 size and include the EMPRESS, companion folder style.

EASTMAN KODAK COMPANY

[Taprell Loomis Division] CHICAGO, ILLINOIS

Jerry's Corner



By Himself

Some newspaperman must have read last month's FOCUS, because I read where the WPA offered to make a new mop of the country.

Manuel says I ought to be a politician because I can say more things that sound well and mean nothing than anyone in the shipping room.

A good idea—if the peepul will elect me to a nice, soft job.

If I was a candidate for a political job, I'd learn to shake hands with both hands. Then I'd know that my watch was safe.

With some people, it's always a good idea to count your fingers after they've shaken your hand.

One thing I would do, if elected, would be to do away with relief so that people could go to work.

A politician is a man who regrets you have only one life to give for your country.

I know what's the matter with the country today. They used to ship soap in strong wooden boxes. But now they use cardboard boxes. And you can't make a speech on a cardboard box.

I was reading in a magazine where it said this fall California will have a bumper crop of nuts.

Oh, yeah?—and where did they come from?

Also read something about thirty dollars on Thursday. I got a better idea—forty-four dollars on Friday for fat folks over forty.

Death and taxes aren't alike. You can die for your country once and have it over with.

It's a wonder nobody has suggested a general tax on taxes.

"Yes," said the candidate, "I'm going among the farmers today, to a cattle show, or jackass show, or something of that sort; not that I care for cows and jackasses, but I want to show the people that I'm one of them.

Did you know Walter Winchell is a politician? He's by the peephole, for the peephole and through the peephole.

You've seen the new Philco remote control for radios? Imagine what a fellow could do in an apartment house during a political speech, with one of these—make everybody listen to it.

If things get too bad, we can always give the country back to the Indians and get our $24 back.

I guess the Indians know the customer is always right.

—JERRY.

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

CHRISTMAS GREETING CARD MASKS

Prior to the arrival of new designs we offer a few sets left from last year. These masks can be used from one year to another.

Wilson Masks ..... **$3.50** a set
Willo Masks ..... **1.75** a set
No. 1 Eastman Outfit ..... **2.00** a set
No. 2 Eastman Outfit ..... **2.00** a set

8x10 F S used Printer. This is a foot-operated printer.

Bargain Price **$35.00**

Sterling 8x10 Commercial Tank Outfit. Consisting of blue tank for developer and white tank for Hypo, and a blue Water Jacket.

Bargain Price **$15.00**

Edwal #108 Glycin Developer for paper. Greatly reduced in price.

Bargain Price—quart size ..... **$ .25**
Bargain Price—gallon size ..... **.90**

F & S Vignetter for Studio Camera

Bargain Price **$7.50**

Brunner Print Straightener, 12" belt. Can accommodate 8x10 prints. With motor, **$54.00.** List $72.50.

Folmer Compact Stand **$17.50**

No-Grain Developing Powder, each container sufficient to make 26 ounces fine-grain developer.

Bargain Price ..... **20c a can**

Two 8x12x42 Sterling Developing Tanks, finished in white enamel and suitable for Hypo. Condition is excellent.

Bargain Price ..... **$14.00 ea.**

No. 10 Testrite Reflector and Stand. A reflector of flat design intended for 1000 watt tubular lamp.

Bargain Price **$9.75**

Arc Proof Lamp with resistance. Can produce 12 proofs at one time. A desirable installation in any studio. Illustration gladly sent on request.

Halldorson Spot Lamp and stand. Good condition.

Bargain Price **$18.50**

Beattie Odetta Twin Arc Lamp, studio model. The most powerful Arc Lamp made for studio use. Looks like new.

Bargain Price **$55.00**

Eastman Miniature Enlarger, Model A—good condition **$42.50**

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Description and illustration of any article gladly sent on request.

HANCE GROUND GLASS SUBSTITUTE

A standard item for many years.

Bargain Price, per bottle ..... **38¢**

Cirkut or **Medley Print Frame** with Plate Glass. 8x30 inches.

Bargain Price **$6.50**

Horseshoe Wringer with 16-inch rollers.

Bargain Price **$12.75**

5x7 Eastman Auto-Focus Enlarger with easel **$110.00**

1 Pair 12" Condensers, in metal round mount,
Excellent condition **$35.00**

Model A Argus Camera **$9.50**

16x20x6 Sterling Tank. Condition like new. Suggested for Hypo bath.

Bargain Price **$8.50**

8x10 Century Universal Camera.
Fibre case and film holder **$58.50**
List $98.00

5x7 View Camera, EK, holder and case **$23.50**

CONVERTED BEATTIE FLOODLIGHT

A Beattie Arc Lamp has been converted by the addition of mogul sockets and #4 Photoflood lamps so that it offers an attractive appearing, efficient, high-power lighting unit at moderate price. Diffusion curtain is included. Here is an excellent camera room lamp at popular price.

Bargain Price **$59.50**

Johnson Ventlite Junior Reflector and Adjustable Stand.

Bargain Price **$10.50**

14-inch Condensing Lenses in modern book type mount. Excellent condition.

Bargain Price **$65.00**

5 pound can **Resublimed Pyro** of standard brand.

Bargain Price **$9.98**

Stoneware Tank for 5x7 or 8x10 negatives. Measures 7½x10½x10½.

Bargain Price **$4.75**

6½x8½ View Camera, long bellows; good for copying only. With three holders **$12.50**

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Baby Posing Chair. All metal with velveteen cushioned seat. Fine condition.

Bargain Price $9.50

3¼x4¼ R. B. Auto Graflex with case and adapter. No lens.

Bargain Price $65.00

4x5 R. B. Series B Graflex with Kodak Anastigmat F4.5 lens, film holder and magazine.

Bargain Price $87.50

STONEWARE TANKS

The few 42-inch Stoneware Tanks on hand are offered at bargain prices in order to make room for other stock. These are new tanks in their original crate and are the kind we have used in our own Finishing Department for the past 16 years without replacement or special attention. The bargain prices include a substantial reduction from the original.

	Inside Measurements			*Bargain Price*
	Length	*Width*	*Depth*	*Each*
2—18 gal.	10½ in.	9½ in.	42 in.	$21.00
5—24 gal.	14 in.	9½ in.	42 in.	27.00

A year to pay.

3¼x4¼ Graflex, Series C, with 6½-inch Cooke F2.5 lens and case and Focus Panel.

Bargain Price $145.00

4x5 Graflex B with F4.5 B. & L. Tessar, 6 Plate Holders and Case..... ..... **$57.50**

Korona #2 Stand, shopworn, **$13.50**

3¼x4¼ R. B. Graflex with case and adapter. No lens.

Bargain Price $75.00

Seneca Heavy Oak Tripod for 8x10 cameras. Can be extended to 5 feet.

Bargain Price $8.50

4x5 R. B. Series B Graflex with film pack adapter. No lens.

Bargain Price $47.50



Window Display Cards as shown in the illustration. Printed in 3 colors. Size, 27x29 inches.

Bargain Price..... $ .49 each

Halldorson 4-Unit Studio Lamp and Stand. No. 4 flood lamps are suggested, or you can use 15 hundred-watt Mazda lamps.

Bargain Price $98.50

5x7 Home Portrait Camera with 14-inch bellows. 8 plate holders and case are included. Excellent condition.

Bargain Price $28.50

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Description and illustration of any article gladly sent on request.

3¼x5½ Graflex with 5x7 B & L Tessar, 1C, adapter, case and holder.
Bargain Price **$45.00**

Duplex Jr. Twin Arc Lamp with case and stand. A good lamp for Home Portrait or Commercial use, or proofing.
Bargain Price **$22.50**

Brunner Print Straightener with 12-inch belt and capacity of 8x10 prints. Motor operated. Condition Excellent.
Bargain Price **$72.50**

Folmer Compact Standard for commercial or home portrait use.
Bargain Price **$17.50**

Elwood Miniature Enlarger for negatives 2¼x3¼ and smaller.
Bargain Price **$19.50**

Combination Tripod suitable for 8x10 cameras. Can be extended to 54 inches and has 8¾-inch top.
Bargain Price **$8.50**

F & S Revolving Back Enlarging Camera for horizontal enlarging. Looks like new.
Bargain Price **$44.50**
(14-inch mounted condensers in condition like new are likewise available.)

6½x8½ View Camera with 24-inch bellows. Suggested only for copying. Three holders included in
Bargain Price **$12.50**

3¼x4¼ Series D Graflex with 6-inch Zeiss Tessar lens and case. Film pack adapter is included.
Bargain Price **$98.50**

4x5 R. B. Graflex with 10-inch F4.5 Kodak Anastigmat lens and film pack adapter.
Bargain Price **$140.00**

Beattie Hollywood Hi-Lite Twin Arc on portable stand with castors. Requires no special wiring.
Bargain Price **$35.00**

8x10 Century Universal Camera with fibre case and filmholder.
Bargain Price **$58.50**

5x7 Eastman View Camera with one holder and case.
Bargain Price **$23.50**

UNUSUAL BARGAIN
Korona Panoram Camera

We offer a 5x12 Korona Panoram Camera with case and film holder in excellent condition. Cannot be told from new stock.

Camera . . . $40.00
Case 5.50
Film Holders, ea. 4.50

We have but one outfit to offer at this price. Place your order before someone else grabs it!

An ideal camera for school group use.

Good Lenses for Less

PRICES AT NEW LOW LEVELS

20F	Gundlach—Series A Portrait	F5	15″	$32.50
52F	Dallmeyer—Series A Portrait	F4	13½″	65.00
60A	Cephaloscope	F5	11½″	17.50
72E	Wollensak—Portrait	F5	15″	29.00
40C	B. & H.—Portrait Unar	F45	14½″	65.00
581-16	Scientific Portrait	F8	14″	25.00
60J	Hermagis	F6	20″	35.00
122G	Vitax—In a studio shutter	F38	16″	65.00
154G	Verito—In a studio shutter	F4	18″	49.50
	B. & H. Sigmar—In a studio shutter		16″	95.00
80A	Gundlach Hyperion—In a studio shutter	F4	14″	20.00
60-681	Berthiet	F8	12″	9.50
124K	Versar—In Regno Shutter	F6	6½″	7.50
	Velostigmat—Series 4 I-V In Vetax Shutter	F63	6½″	16.50
	Series 1 A—Velostigmat Convertible in Vetax Shutter	F63		49.50
	Velostigmat—Series II In Vetax Shutter	F45	9½″	79.50
100I	Steinheil Cassar in Barrel	F35		67.50
20D	B. & L. Tessar	F45	9¾″	52.50
32I	Ilex Portrait	F35	10″	47.50
20K	Cooke—Series 2A	F35	8″	57.50
58K	Cooke—Series 2A	F35	10½″	115.00
22B	B. & L. Tessar	F45	11¾″	85.00
106J	Wollensak—Series A Portrait	F5	11½″	17.50
22J	B. & L. Unar Portrait	F45	14¾″	65.00
20E	Gundlach—Perigraphic Convertible	F8-16-25½	28″	27.50
168I	B. & L. I C Tessar in Compound Shutter	F45	10″	52.50
38C	B. & L. I C Tessar	F45	7 7/16″	31.50
36F	Velostigmat Series II	F45	6″	17.50
166K	B. & L. Zeiss, Convertible in Compound Shutter		7-11½-14″	59.50

(Continued on page 29)

Good Lenses for Less

18F	Schneider Xenar	F3.5	7 1/8"	$52.50
164J	Velostigmat in Optimo Shutter	F6.3	12"	49.50
102D	B. & L. Zeiss Protar W. A.	F18	5 9/16"	9.50
32B	Series V 5 B. & L. Protar W. A	F18	7 5/16"	15.00
	IIIA—Velostigmat W. A.	F12.5	7 7/8"	29.50
	Barre W. A.	F16	10 1/2"	13.50
	Sterling W. A.	F12	7"	5.00
	Series V—B. & L. Protar W. A. in Volute Shutter	F18	4 5/16"	35.00
	Darlot W. A.		6 1/2"	5.00
122C	Verito in Studio Shutter	F4	14 1/2"	45.00
	Gundlach W. A.	F16	8"	15.00
64B	Emio W. A.	F12.5	4 1/2"	12.50
144F	Plantographic in Auto Shutter	F8	12"	15.00
144F	Cassar With Filter	F2.9	3"	27.50
162E	Gundlach RR in Autex Shutter		12-20 1/2-28"	7.50
164B	B. & L. Plastigmat in Compound Shutter	F6.8	9"	57.50
72D	B. & L. RR Convertible	F8	17"-28"	7.50
130C	Barre Portrait	F5	7"	7.50
130B	Barre Portrait	F5	6"	6.50
106H	Scovill Economic W. A.	F8	8 1/2"	5.00
162B	Vitax in Studio Shutter	F3.8	13 1/2"	45.00
5326	Vitax in Barrel	F3.8	10"	75.00
76J	P. & S. Visual Quality	F4.5	16"	39.50
	Gundlach Series A Portrait	F5	15"	49.50
	Velostigmat	F5	12"	98.50
	Voightlander Skopar in sunk mount	F4.5	6 1/2"	29.50
166C	B. & L. 1—C Tessar in Optimo Shutter	F4.5	3 3/8"	16.50
	Velostigmat	F4.5	3 1/2"	15.00
	Series II Velostigmat	F4.5	7 1/4"	39.50
16F	Rapid Rectilinear	F8	6 1/2"	2.50
144I	Rapid Rectilinear in Victor Shutter	F8	6 1/2"	2.50
158I	Rapid Rectilinear in BB Shutter	F8	5 1/4"	4.50
130A	B. & L. Convertible in Volute Shutter		4 1/2-7 1/4-9 1/4"	19.00
166I	Versar in Regular Shutter	F6	11 3/8"	9.00
10I	Verito		8 1/4"	16.50
	Verito (like new)		8 3/4"	27.50

These Three Views



WITH 1 LENS

Series Ia Velostigmat



. . . WITHOUT MOVING THE CAMERA

Take shot (A) with Doublet. Take view (B) with Rear Element, alone. Then—same position—take view (C) with Front Element, alone. This Wollensak Triple-Convertible Velostigmat Series Ia gives larger images—finer perspectives—grand telephoto effects. Great for long range outdoor work. Single elements and doublet fully corrected—negatives are clear, sharp. Speeds *f*6.3 to *f*7.7. Have one this Fall.

★ WRITE FOR FREE BOOK



WOLLENSAK OPTICAL COMPANY

ROCHESTER, NEW YORK

WOLLENSAK


KODABROM
THE
DIFFERENT
ENLARGING
PAPER
KODABROM is the ideal paper for making prints for halftone reproduction, for photo finishing enlargements, and for all other commercial enlarging. It gives rich black tones, has wide exposure latitude, and unusual development speed. Made in seven grades, each in four contrasts. Eastman Kodak Company, Rochester, N. Y.
KODABROM for Finer Commercial Enlargements



COMPLETELY COLOR-CORRECTED

EKTAR *f*.6.3

THE finest color-corrected commercial lens ever produced Eastman Anastigmat Ektar *f*.6.3, 14-inch, is now available to commercial photographers. It gives complete longitudinal and lateral color correction—three color images each critically sharp and of identical size.

Its 14-inch focal length gives ample coverage for full use of swings on 8 x 10 cameras. The Ektar *f*.6.3 has a beautifully finished aluminum barrel, "click" stops, front and back lens caps, and a sturdy, plush-lined wooden case. Eastman Anastigmat Ektar *f*.6.3 sets a new standard of quality at a new low price—$175.00, at your dealer's.

EASTMAN KODAK COMPANY, Rochester, N. Y.

THE

FOCUS

Published Monthly in the Interests of Professional Photography

VOL. XIV NOVEMBER, 1938 No. 11



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HIRSCH & KAYE
SAN FRANCISCO

DEFENDER
Film
for
Black & White
or Color

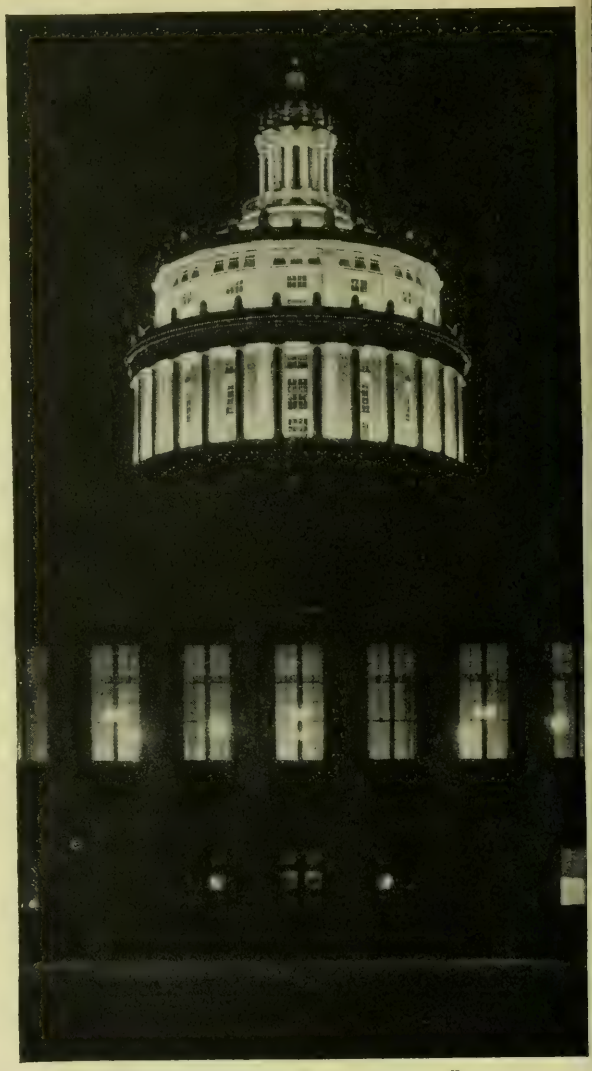
"ORTHOS"
Portrait ⁊ Portrait HGS
Pentagon
X-F Orthochromatic
X-F Ortho Press

"PANS"
Panchromatic Process
X-F Pan Press
Fine Grain Panchromatic
X-F Panchromatic

NON-COLOR
Commercial ⁊ Process

COLOR SEPARATION
Dupac ⁊ Tri-Pac
Tri-Color Film Combination

DEFENDER Film



RUSH RHEES LIBRARY, UNIVERSITY OF ROCHESTER
(Negative: *X-F Panchromatic*, Print: *Illustro*)

DEFENDER FILM has provable merit. The more discriminating you are, the greater your experience, the more quickly that merit becomes apparent.

THE BOOKLET "FILM" (new edition) will help you select for trial. More a processing manual than a catalog, "Film" has many pages of valuable information and tips.
On letterhead request—free. Otherwise 10 cents, postpaid.

DEFENDER
PHOTO SUPPLY
COMPANY INC.
Rochester, N. Y.

THE FOCUS

Prepared and Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE

239 Grant Avenue, San Francisco

The Largest Independently Owned Photo Supply House in the West

VOL. XIV NOVEMBER, 1938 No. 11

Introducing—



CARL RUSSELL BAKER . . .

You have heard of many people from Iowa who came to California and located in Long Beach. Now we tell you about a native of Iowa who located in Oregon.

Mr. Baker is a native of Indianola. His father, of English descent, attended Simpson College and studied law. His mother comes from a long-established family of Pennsylvania-Dutch ancestry. He lived on a farm in Iowa until nine years of age when his family moved to Oregon and located in Eugene.

His photographic activities started when he was a junior in high school, and was in the form of a partnership with Stanley Atkinson whose activities as a master Photo Finisher are well-known and Kenneth Barclay of the Spokane Photo Service. He left the business in 1917 to enlist in the army, but in 1921 he purchased the business as sole owner.

He is a member of the Elks Lodge, the Lions Club, Chamber of Commerce, Better Business Men's Club and attends the Baptist Church. For three years he was President of the Merchant Division of the Chamber of Commerce and for two years was Vice-President of the Chamber. He has been active in his membership in photographic associations.

He is especially interested in color photography with miniature cameras. Among his hobbies he prefers trout fishing in the McKenzie River in addition to golf and winter sports.

A Man's Thanksgiving

God of commonsense, I give Thee thanks for the heavy blows of pain that drive me back from perilous ways into harmony with the laws of my being; for stinging whips of hunger and cold that urge to bitter strivings and glorious achievement; for steepness and roughness of the way and staunch virtues gained by climbing over jagged rocks of hardship and stumbling through dark and pathless sloughs of discouragement; for the acid blight of failure that has burned out of me all thought of easy victory and toughened by sinews for fiercer battles and greater triumphs; for mistakes I have made, and the priceless lessons I have learned from them; for disillusion and disappointment that have cleared my vision and spurred my desire; for strong appetites and passions and the power they give when under pressure and control.

God of common good and human brotherhood, I give Thee thanks for the weaknesses and failings of my neighbors and the joy of lending a helping hand; for my own shortcomings, sorrows and loneliness, that give me a deeper sympathy for others; for ingratitude and misunderstanding and the gladness of service without other reward than self-expression.—*Arthur W. Newcomb.*



Prosperity Ahead

Gross Mountings provide the photographer with styles which not only emphasize his artistry but aid him to overcome price resistance. With prosperous times ahead, it is true wisdom to use the best mountings available and with their aid secure more and better business.

Illustrated circular describing Gross Mountings will be cheerfully sent—if you will write for it.

THE GROSS PHOTO SUPPLY CO.

MANUFACTURERS TOLEDO, OHIO

Canadian Agents: W. E. Booth Company, Limited, Toronto, and Montreal

Fotoflat Mounting Membranes

IT IS a pleasure to announce that Hirsch & Kaye have been appointed distributors in the Western States for Fotoflat Mounting Membrane. This is the latest development of the dry mounting process, and is thoroughly dependable and practical. Fotoflat is supplied in packages of cut sheets for all negative sizes and in 16-inch rolls. The use of the material is a very simple matter, and thanks to suitable electric heated irons or welders as they are called, anyone with 110-volt electric current available can rapidly and attractively mount prints. Professional photographers will have need of Fotoflat and camera shop owners will find Fotoflat a very popular and readily sold item. Every owner of a camera of any kind is a prospect for Fotoflat.

FOTOFLAT WELDERS

The Baby Fotowelder is the smallest size, and is intended for mounting pictures 116 size and smaller, is only $1.50 with cord and ready for instant use.

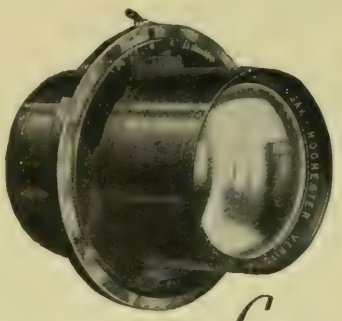
Fotoflat Welders 1 and 1-A are identical in size, and are intended for pictures up to 4 x 5. The difference is in the weight of the units. Welder No. 1 is priced at $6.50, and Welder No. 1-A is priced at $3.75.

Fotoflat Welder No. 2 is intended for all prints 5x7 or larger, price ready for use is $9.50.

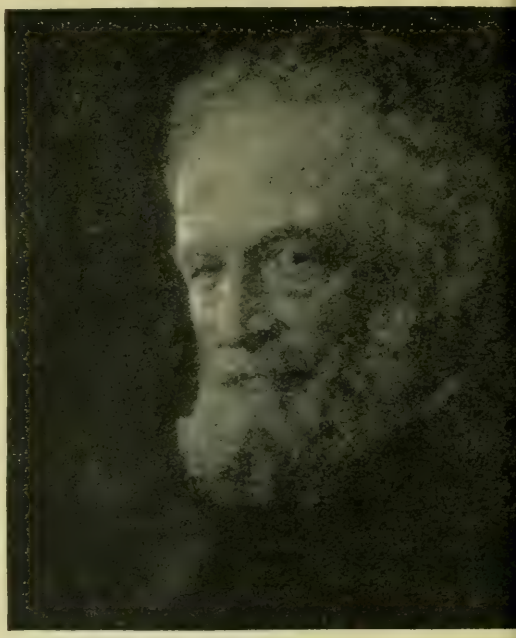
Sheet Size	Film Numbers	Sheets per Envelope	Price per Envelope	Price—gross boxes
1⅛ x 2⅛	127—121	36	$ .15	—
2½ x 2½	117	36	.15	$ .25
2½ x 3½	120—620	36	.15	.30
2¾ x 4½	116—616	36	.15	.35
3½ x 4½	118—124	36	.15	.45
3⅛ x 5⅛	130	36	.15	.45
3½ x 5¾	122	30	.15	.55
1¼ x 4¾	Leica Strip	36	.15	—
9 x 12 CM (3⅝ x 4¾)		30	.15	.50
4 x 5		30	.15	.55
5 x 7		1 Dozen	.15	1.00
6½ x 8½		1 Dozen	.20	1.50
8 x 10		1 Dozen	.20	1.80
10 x 12		1 Dozen	.30	3.25
11 x 14		1 Dozen	.40	3.50
16 x 20		1 Dozen	.80	7.60

Roll 100 ft. x 16 in. $3.45
Roll 200 ft. 6.55

Order your supply today



Here's the Lens—



WOLLENSAK'S VERITO

AND THE 1936 PRIZE WINNING PORTRAIT

MADE WITH IT BY JOHN ERICKSON OF ERIE.

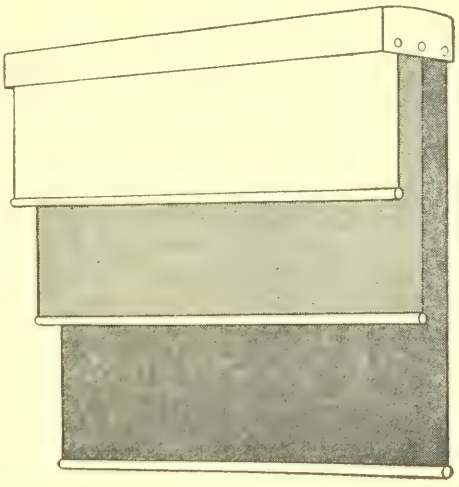
WRITE FOR FREE CATALOG

WOLLENSAK OPTICAL COMPANY

ROCHESTER, NEW YORK

WOLLENSAK

Blentone Backgrounds
Save Space — Time — Money



IT IS now possible to have several backgrounds of different color in your camera room and maintained in a neat and orderly manner and readily accessible as needed. Blentone Backgrounds can be rolled up when not in use, and are available in three colors: Light Ivory is suggested for glareless white backgrounds, Pongee, which photographs in a pleasant delicate gray shadow, and Atlantic Blue providing a soft flattering black background will give you a choice of colors suitable for any occasion.

The cloth used in these backgrounds is a product especially perfected for this purpose. Pyroxylin impregnated, the surface will not chip or crack. Should the background become soiled, you simply rub damp cloth (or rubber sponge) over the moisture-proof finish and restore it to original freshness.

These backgrounds are well made and carefully finished. They will last indefinitely. They are furnished in one standard size 6 feet wide and 8 feet high. Sold separately or in sets of three colors. The illustration shows how you can readily make a simple box frame for convenient use of these backgrounds. Blentone backgrounds, $8.00 each.

The Making of Fine Lenses

No matter how much care and skill are employed in each step of making lenses, a final inspection is necessary—to reveal possible defects previously undiscoverable.

Among these defects are surface scratches received during the final polishing, or in subsequent handling; also striae, or "feathers"—inequalities in the glass, which cause faulty refraction. Again, surfaces must be free of "pockmarks" or minute depressions—also a cause of faulty refraction. In photographic lenses, where bubbles are quite acceptable, final polishing may have opened one of these bubbles on the lens surface—and that is a bad fault.

Finally comes the ultimate test for exact surface curvature, the lens being fitted snugly into a remarkably precise "test lens". The slightest error of surace curvature is revealed by irregular rainbow circles called Newton's rings, caused by the splitting of light rays.

Must such costly inspection be made? On a cheap lens, no; on a Wollensak, certainly.



Order Today from HIRSCH & KAYE

BARRÉ AUXILIARY LENS SET

Barré Auxiliary Lenses are instantly fitted to any camera lens with outside diameter from ¾ inch to 1-5/16 inches. Filter factors with Panchromatic films are approximately 1½, 2 and 2½, according to density of filter selected.

Barré WIDE ANGLE LENS-I reduces the focal length of camera lens approximately 1/3, and permits working closer to objects. They *cannot* be used on cameras with rigid spring out tongs that put lens at infinity position.

Barré PORTRAIT LENS-II permits working closer to the object and gives a proportionately larger image.

Consisting of:
1—Adjustable Holder
3—Dyed in the Glass Yellow Filter
1—Wide Angle Lens
1—Portrait Lens
1—Copy Lens
1—Telephoto Lens
1—Case and Folding Pocket Holder

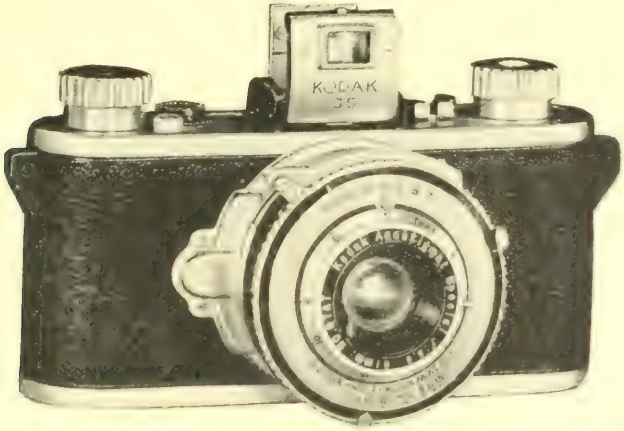
PRICE..... $3.85

Barré COPY LENS-III reduces the focal length of camera lens by half. Permits photographing near objects on large scale. *Cannot* be used on fixed focus cameras.

Barré TELEPHOTO LENS-IV increases the focal length of camera lens, and photographs distant objects on a larger scale. For use only on double extension bellows cameras.

Order for your camera counter.

Kodak No. 35



THREE new Miniature Type Kodaks, designated Kodak No. 35, have been announced. Camera bodies are made of a pit, sealed grain moulding material, and exposure material parts are a combination of Satin, Chromium and Black Lacquer Finish.

Each Kodak No. 35 is fitted with a collapsible high level finder and automatic exposure counter. Lugs for carrying strap are provided. Focusing is done by revolving the lens mount and the range and all models is from four feet to infinity.

A special feature of the F4.5 and F3.5 models is the shutter, which is automatically set as the film is advanced for the next exposure. Double exposure is eliminated.

Kodak No. 35 with F56 lens and Codex Shutter is listed at $18.50.

Kodak No. 35 with F45 KA lens in Diamatic Self-timing Shutter is priced at $29.50.

Kodak No. 35 with KA special F3.5 lens in Kodamatic Self-timing Shutter is priced at $39.50.

Sole-leather field case to fit any model, $6.00. Carrying strap is priced at $1.00.

These cameras are offered to FOCUS readers for resale subject to the provisions of the Eastman Fair Trade Agreement.

Willo Assorted Greeting Card Outfit

Again we announce a complete new card production outfit for cards 4¼x5½ inches with 2x3 picture opening. The Willo Greeting Card Outfit is more versatile and useful than most sets because the six masks each with different sentiment are made up of the following assortment:

Three Christmas Masks
One Mother's Day Mask
One Father's Day Mask
One Birthday Mask

An embossing tool and frame are included in the low price of $2.50 a set.

←⁘→

Something new in Studio Exhibits was successfully staged at the Justice Studio in Taft. The occasion was a Weed Show exhibiting various species of weeds found in the vicinity. Prizes were bestowed and several community organizations took part.

←⁘→

Keep this store upon your mind;
A better one you'll never find.

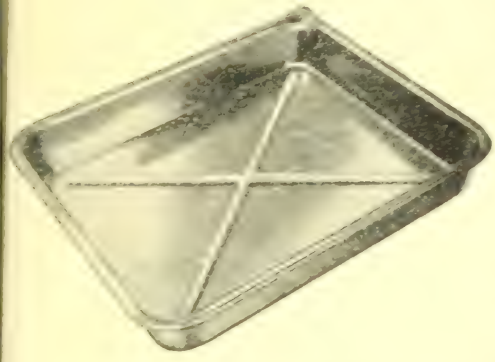
Gevaluxe
Velours

THIS new, *patented* paper is so totally different from any other that it beggars description. To appreciate its revolutionary character, you must inspect an actual print, and see for yourself the extraordinarily stereoscopic effect which Gevaluxe lends to a picture. Prints may be seen at Hirsch & Kaye's, San Francisco.

The Gevaert Company of America, Inc.
6368-70 Santa Monica Boulevard
Los Angeles
New York—Chicago—Toronto

Hirsch & Kaye carry all Gevaert Products

Hard Rubber Trays



IT IS a pleasure to announce that we have been appointed distributor for a line of Hard Rubber Trays which is sure to be popular with professional and amateur photographers. These trays are made of polished, fairly thick rubber and resemble a Bakelite Product rather than the dull finish, thin Hard Rubber Tray with which you are familiar. Although thicker in construction, the trays appear to be no heavier.

A feature of the trays is the designation stamped on each, which readily indicates if the tray is to be used for Developer or Hypo.

We suggest you now prepare your order for your own needs and for your customers according to the selection which follows:

4 x 6"	$0.25	Each
5 x 7"	.60	"
8 x 10"	.90	"
11 x 14"	1.85	"
14 x 17"	3.00	"
18 x 22"	7.00	"
20 x 24"	8.00	"

Use hard rubber trays
Sell hard rubber trays

Cold Weather Warning

INCREASED use of time and temperature methods of development make it advisable for us to remind photographers, especially photo finishers, of a potential source of grief. The increased sale and use of heating devices for developing solution may mean a considerable difference in temperature between Developer and Hypo Solution. If your developer is heated to approximately 65 degrees and you rinse, and rinsing solutions remain, at possibly 45 or 50 degrees, the effect upon the film is to plunge it into cold water after being in comparatively warm. This is likely to crack and shrink the emulsion into irregular sections. This is known as reticulation, and can be avoided by having your several solutions at approximately uniform temperature.

—:—

The Front Page

The charming little lady whose picture appears on the front page will be seen by millions of people. She was selected as the most suitable subject for publicity for Graflex Products including Graflex and Speed Graphic Cameras. The negative was made with the Graflex.

—:—

A man need not write his name on the pages of history to achieve public admiration. No one remembers the name of the county sheriff after we have written an X on the ballot, and only the intimate members of the family can recall who was governor of the state a generation ago. It is the man who has brought good cheer and laughter into the lives of the people whose personality imprints the heart.

—OLIVER GROSS.

a good reason why it

DOESN'T CAKE

To glance at Mallinckrodt Sulfite, it appears to be a powder — but it is not. Close examination with a magnifying glass shows it to be minute, uniform crystals, brilliantly clear. There are no dusty particles, which is commonly the chief cause of ordinary sulfite caking. Furthermore it has an extremely low figure for excess alkalinity. It makes pure, clear, solutions. This is but one of a complete line — free flowing, physically and chemically improved — Photo-Purified.

SPECIFY DEFINITELY —

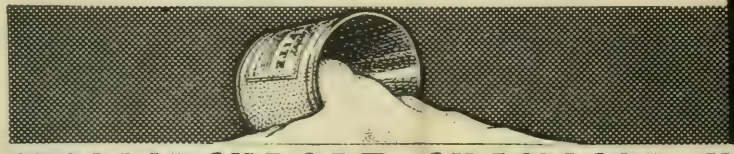
Mallinckrodt



SULFITE

ANHYDROUS PHOTO

must check up to a minimum assay of 98½% Sodium Sulfite—an exceptionally high standard.



MALLINCKRODT CHEMICAL WORKS

SECOND AND MALLINCKRODT STS., SAINT LOUIS, MISSOURI

70-74 GOLD STREET, NEW YORK, N.Y.

CHICAGO . . . PHILADELPHIA . . . TORONTO . . . MONTREAL

No. 301 Sun Ray Lamp

For No. 1 Photoflood Bulb

A fine lamp constructed to give long efficient service. Diameter 9¼ inches, depth 5½ inches. Furnished with new style clamp, nickel-plated pull chain socket, 8 feet of rubber wire and plug.

Price $1.65

•

No. 302 Sun Ray Lamp

For No. 1 or 2 Photoflood Bulb

Similar to No. 301, but has a 10½ inch diameter, and is 7 inches deep. Furnished with new style clamp, nickel-plated pull chain socket, 8 feet of rubber wire and plug.

Price $2.00





No. 303 Sun Ray Lamp

For No. 2 Photoflood Bulb

A good-looking efficient lamp. Will give entire satisfaction. 10½ inches diameter, 8 inches deep. Furnished with new style clamp, nickel-plated pull chain socket, 8 feet of rubber wire and plug.

Price $2.25

•

No. 304 Sun Ray Lamp

For No. 2 Photoflood Bulb

Similar to No. 303, but has 12 inch diameter, and is 9 inches deep. Is furnished with nickel-plated keyless socket—15 feet of wire—feed through switch—rubber plug.

Price $3.25

MINIATURE

MODEL AM Elwood Enlarger

NEW IN PERFORMANCE AND NEW IN RESULTS

For

35 mm. and up to 2¼" x 3¼" Negatives

This is the latest development in Miniature Enlargers. It is new in performance, new in results, and new in design.



Silvered reflector, 11½" in diameter, or condensers, or both.

* * *

Complete coverage of negative.

* * *

Aluminum hinged negative carrier with plate glasses.

* * *

Lenses (not included) of 2 to 4" focus are suggested.

* * *

MINIATURE AM MODEL ENLARGER without lens but including one 100 watt light bulb, extension cord, and negative carrier with glass pressure plates or metal frames as described above and with silvered and polished reflector.....**$30.00**

Same as above but with one 6½" and one 5" Condensing lens **$30.00**

Enlarger with both silvered reflector and Condensing lenses and upper part of lamp house **$37.50**

Credit allowed for return of either the Condensing lenses or the silvered reflector.....**$7.50**

4 ft. slide permitting Enlarger to be raised to 5 ft. from the sensitized paper.....**$2.75**

Extra negative carrier with either glass pressure plates or metal frames.....**$3.50**

If you own a LEICA camera, the lens can be used in the Enlarger by placing a lens flange on the Enlarger so that the lens can be screwed into either the Enlarger or the Camera.

Price of Leica lens flange.....**$1.50**

In ordering please specify whether the negative carrier is to be furnished with metal frames or glass pressure plates.

Eastman Safety Super Ortho Press Film Antihalation

This new film is in the same speed classification as Super Panchro-Press Antihilation Film, having a speed as high as any orthochromatic emulsion at present available. It is particularly adaptable for any high speed work indicating an orthochromatic emulsion, such as newspaper work, child portraiture, and certain commercial purposes.

It will be supplied in the same sizes and at the same prices as Eastman Safety Ortho Press Film.



● Nothing is more pleasing than Deckle Edge on prints. These trimmers are especially desirable at this time of the year for gift pictures, greeting cards, trimming exhibition prints, and mountings, and numerous other purposes.

All steel construction—Wide working surface—Precision machined cutting edges—Sturdy and beautifully finished—Convenient transparent trimming guide—Spring action on cutting edge

6-inch Deckle Trimmer, Jr.	$2.75
6-inch Deckle Trimmer, Master	3.75
10-inch Deckle Trimmer	7.50
Junior Model is approximately half the width of Master	
6-inch Straight Trimmer, Jr.	$1.50
6-inch Straight Trimmer, Master	2.25
10-inch Straight Trimmer	3.95

What Is "Distortion"?

The correct and full name of this lens fault, "curvilinear distortion," answers our question. Distortion is the optical effect produced when straight lines in the object appear as curves in the image. While this curved effect is noticeable in looking through cheap telescopes, binoculars, etc., it is especially evident in photographs.

Distortion is generally noticeable only on the marginal portion of the image. It is characteristic of lenses known as Single Achromatic.

With the single lens back of the diaphragm, lines are bowed out, causing "barrel shape" distortion; with the lens in front of the diaphragm, lines bend in, causing "cushion-shape" distortion. Lenses placed in front and back of the diaphragm nullify the distortion of each other—the Rapid Rectilinear principle.

Now you see why the Wollensak Allscope, for instance, gives a better, truer image than similar instruments costing a dollar or two less.

Sussman Mounts wi

We have them in stock



VENTNOR FOLDER

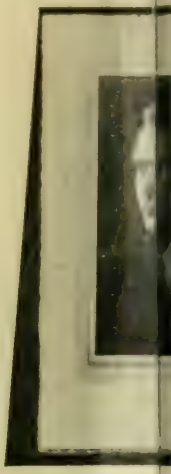
White and India Rag Stocks—Deckled Edges
—Slip-in Style

This style, pleasingly soft in appearance, should harmonize well with any style of portraiture. The insert has a faint tint and an embossed line effect in platinum ink.

Print Size	*Outside Size*	*Price per 100*
4 x 6	6½x 9¼	$ 8.00
5 x 7	7¼x11	10.00
6½x 8½	9¼x12½	13.50
8 x10	10½x14	15.00
10 x 8 Group	13 x11⅝	15.50

Sample on receipt of 15 cents

"Sussman Mounts Are Paramount"



STAFFO

OLIVER EA

Coated Cover—Rag St
Underlay—Slip-in S

Inspired by the beauty
priately shaped to secure
in the easel style. We offe
The Oliver is offered with
down and make it a best l
deckled to maintain the ap

STAFFOR

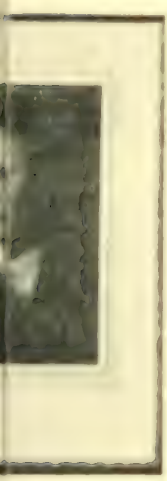
Print Size	Ou
4 x 6	6
5 x 7	7
7 x 5 Group	8
6½x 8½	
8½x 6½ Gp.	11
8 x10	10
10 x 8 Group	12

HIRSCH

Dist

l Aid Portrait Sales

• Order them direct



D EASEL

—2-PIECE

Insert—Deckled Edge

—Buff and White

—3-PIECE

	$ 8.50
	10.00
	10.25
	14.50
	14.50
	15.00
	15.00

& KAYE



PARNELL FOLDER

Coated Duplex Stock—Deckled Edges—Buff and White—Classic Style

	$ 5.50
	6.50
	8.00
	9.50
	10.00
	12.50
	12.50
	14.50
	14.50

Samples on receipt of 15 cents

"Sussman Mounts Are Paramount"

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STERLING TANK OUTFITS
SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.
STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.
Ask your Dealer for prompt shipment or write us.


2 SIZES
12, 19 gallons
Water-Jacket and 2 Tanks with circulating water for temperature regulation.
COMPLETE
COMPACT
DURABLE
EFFICIENT.
The best by test.

RETOUCHING
Many Years of Experience
Prompt Return
WALTER BEARDSELL
179 O'FARRELL ST. SAN FRANCISCO

Putz Pomade

Oldtime photographers will quickly recognize this product as a standard article for many years. It is a smooth working abrasive used for local reduction, and readily finds its place in every workroom. A tin of generous capacity will be sent at price of only 25 cents, sufficient for several hundred applications. Place your order today.

A Dog's Prayer

O LORD of humans, make my master faithful to his fellowmen as I am to him. Grant that he may be devoted to his friends and family as I to him. May he be open-faced and undeceptive as I am; may he be true to trust reposed in him as I am to his.

Give him a face cheerful like unto my wagging tail; give him a spirit of gratitude like unto my licking tongue. Fill him with patience like unto mine that awaits his footsteps uncomplainingly for hours; fill him with my watchfulness, my courage, and my readiness to sacrifice comfort or life.

Keep him always young in heart and crowded with the spirit of play even as I. Make him as good a man as I am a dog. Make him worthy of me, his dog.

←⁂→

The world will often forgive you for being blue, sometimes forgive you for being green, but never for being yellow.

←⁂→

"On the plains of hesitation bleach the bones of countless millions who, at the dawn of victory, sat down to rest, and resting, died."

←⁂→

Sponges

A recent addition to our stock of sponges is the Soft Rubber Sponge made of very soft, porous rubber, and suitable for many purposes. These sponges are convenient in size, measuring ½ x 2½ x 4 inches. You will want several for your workrooms and probably several more for the other uses mentioned on the wrapper. The price is only 25 cents, and at this price you can afford to buy them by the dozen. Re-sale prices will gladly be quoted in quantities of twelve or more.

Charm

IT is a compliment to have it said of you, "There's something about him."

Professor Charles Gray Shaw, of New York University, in his book, "The Road to Culture," says that by reading, hearing, seeing and appreciating good books, music, painting and architecture we may acquire an air or give an impression of having something about us that is different from others. Some might call it charm or personality.

In one of Ibsen's books, a father says of his little son, "I plan to create a conscious happiness within him." Dr. Shaw approves of his sentiment, and commends it as a worthy goal of a cultured life.

People who are well-read and well-traveled, and who have learned to enjoy the beauty and nobility of good music and architecture, acquire an inner joy that reveals itself in their manner and bearing.

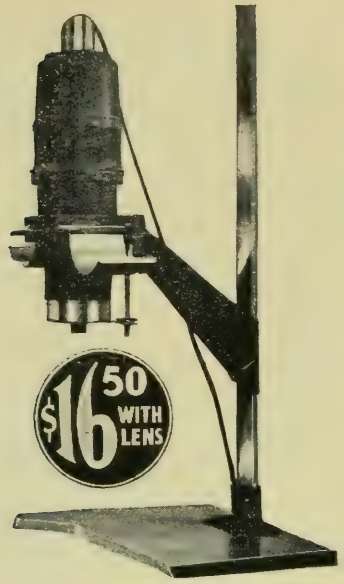
Parents who cultivate in their children a genuine interest in cultural subjects thereby endow their offspring with something more precious than an assured income. They lose or waste an income, but they can't lose the pleasure they will always have in lofty thoughts and feelings beautifully expressed. They will have "something about them," even though they never enjoy a taxable salary.

←⁂→

Money

It's a funny world. If a man gets money, he's a grafter. If he keeps it, he's a capitalist. If he spends it, he's a playboy. If he doesn't get it, he's a ne'er-do-well. If he doesn't try to get it, he lacks ambition. If he gets it without working for it, he's a parasite. And if he accumlates it after a lifetime of hard work, he's a sucker.

—*Santa Fe Magazine.*



CRAFTSMAN ENLARGER

2¼ x 3¼ Down to 35 MM.

3½" F6.3 lens

Precision focusing device

Opal Enlarging Bulb

Automatic Spring Arm for Size Adjustment

15 x 18 Baseboard

FILMASTER ENLARGER

2¼ x 3¼

3½ inch f4.5 Wollensak Lens

Two (2)—4½ inch Condensers

Open Jaw Negative Holder

Automatic adjuster for raising and lowering projection chamber. Makes for simple operation for inserting films. Keeps lenses in perfect alignment assuring fine enlargements.

Precision telescopic focusing jacket.

Geared Post . . . makes easy and accurate sizes.

Opal Enlarging Bulb.

Takes negatives from 2¼ x 3¼" down to 35mm.

Makes 16" x 20" enlargement right on board.

Complete set 9 masks all sizes from 2¼ x 3¼ down to Robot.



This new Filmaster is capable of giving the highest standard results. Perfect prints both in size and tonal quality. It is easy to operate, simple to use.

Progress and Prosperity

THE Eastman Kodak Company has commenced construction of a six-story addition to the group of buildings comprising its camera works in Rochester. The additional building will measure 175 by 312 feet in area and is expected to be ready for occupancy in a year.

The Camera Works, adjoining the general offices of the company, is the second largest Eastman plant in Rochester. Kodak parts, with 83 buildings on 400 acres, manufacturing film, photographic paper, and chemicals, is larger. The Hawk-Eye Works, manufacturing lenses and special optical equipment, is smaller.

Plans for the new Camera Works building have been under consideration for a year.

"A substantial increase in interest in amateur photography is one of the reasons for the new construction," the Kodak Company announced.

"New types of photographic apparatus manufactured by the company and meeting a popular demand have imposed a need for more extended facilities in the manufacturing departments of the Camera Works and in the Camera Works engineering department, which is responsible for the design of new photographic equipment.

"The new building will accommodate these extended facilities, and will also permit the spreading out of operations carried on in the present Camera Works buildings.

"It will likewise provide additional capacity as it might be required in the future. Furthermore, it will afford adequate quarters for the general offices of the Camera Works, which will be moved to the Plymouth Ave. building."

The new building will be connected with the existing Camera Works buildings by a four-story bridge and by a tunnel and it will be connected with the Kodak office by a two-story bridge.

Three hundred men will be employed for approximately a year on the construction.



THE SASCO

Rapid Print Washer

The Sasco Rapid Print Washer is a simple, inexpensive device for THOROUGHLY and RAPIDLY removing Hypo from prints, films and plates.

In use, the large rubber stopper is placed directly over the drain of the sink, laundry tray, wash bowl, or bathtub; the metal valve in the core is then adjusted to the required height, and the water turned on until level with the slots in the valve, which may be raised from 2½" to 4½" in height.

Hose is then connected with the faucet and made secure to the side or bottom of the receptacle by means of the suction cup so that the vulcanite nipple is submerged at half depth.

PRICE $2.50 ***An Excellent Resale Item***

An Outstanding Easel for Christmas Business



VIRGINIAN

The unusual cover and insert stocks are an achievement in the art of paper making—looks and feels like real canvas.

In all popular sizes from 3x4 to 8x10 upright and 10x8 horizontal.

Be sure and see this style—have your stockhouse representative show you samples. For 10 cents we will send a sample of the 4x6 size.

EASTMAN KODAK COMPANY

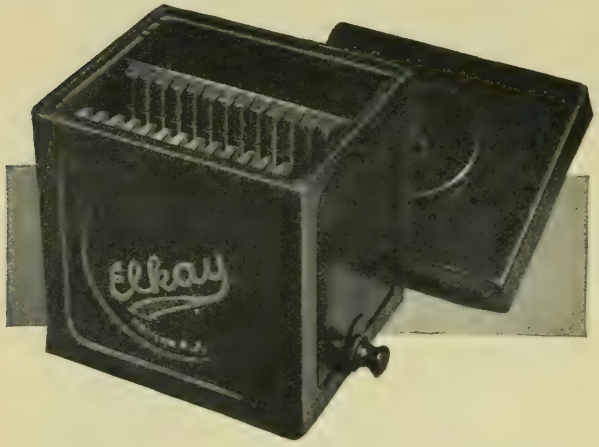
[TAPRELL LOOMIS DIVISION] CHICAGO, ILLINOIS

Jerry's Corner



By Herself

Moulded Rubber Tanks



Developing
Fixing
Washing
In One Tank

Develops, washes, fixes, in daylight. . . . Negative holders are made of stainless steel. They can't erode and ruin your developing solutions. . . . Holders fit into accurately spaced grooves made to accommodate 6x9 cm., 2¼x3¼ inches, 3¼x4¼ inches, 9x12 cm., and 4x5 inches negative sizes. . . . Negatives are placed in the holders through a fool-proof fixture that prevents errors in loading. . . . Tank cover is absolutely fog-proof. Solutions introduced through top are led down sides of tank so that it fills evenly. . . . Drain plug in base empties tank quickly and completely, without disturbing contents. Slanting inside bottom speeds drain. . . . Body of tank is made of die cast vulcanite. Never affected by chemical solutions. Entire tank completely acid-proof and alkali-proof. . . . Loads a dozen negatives.

Adjustable model $6.75

●

OTHER SIZES
(Not Adjustable)

Size 4x5

Capacity 12, 4x5 negatives. Price, with cover **$2.50**

Size 5x7

Capacity 15, 5x7 negatives or 20, 4x5 negatives, or 20, 9x12 cm. negatives.
Price **$2.25**
Cover, 25c additional.

Size 8x10

Capacity 30, 5x7 negatives or 20, 8x10 negatives. Price, with cover **$6.00**

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Description and illustration of any article gladly sent on request.

HANCE GROUND GLASS SUBSTITUTE

A standard item for many years.

Bargain Price, per bottle 38¢

Cirkut or **Medley Print Frame** with Plate Glass. 8x30 inches

Bargain Price $6.50

Horseshoe Wringer with 16-inch rollers.

Bargain Price $12.75

5x7 Eastman Auto-Focus Enlarger with easel $125.00

1 Pair 12" Condensers, in metal round mount,
Excellent condition $35.00

Model A Argus Camera.....$9.50

16x20x6 Sterling Tank. Condition like new. Suggested for Hypo bath.

Bargain Price $8.50

8x10 Century Universal Camera.
Fibre case and film holder.....$58.50
List $98.00

5x7 View Camera, EK, holder and case $23.50

CONVERTED BEATTIE FLOODLIGHT

A Beattie Arc Lamp has been converted by the addition of mogul sockets and #4 Photoflood lamps so that it offers an attractive appearing, efficient, high-power lighting unit at moderate price. Diffusion curtain is included. Here is an excellent camera room lamp at popular price.

Bargain Price $59.50

Johnson Ventlite Junior Reflector and Adjustable Stand.

Bargain Price $10.50

Crown Tripod No. 1, in excellent condition.

Bargain Price $6.50

5 pound can **Resublimed Pyro** of standard brand.

Bargain Price $9.98

Stoneware Tank for 5x7 or 8x10 negatives. Measures 7½x10½x10½.

Bargain Price $4.75

6½x8½ View Camera, long bellows; good for copying only. With three holders $12.50

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Description and illustration of any article gladly sent on request.

3¼x5½ Graflex with 5x7 B & L Tessar, 1C, adapter, case and holder.

Bargain Price $45.00

Duplex Jr. Twin Arc Lamp with case and stand. A good lamp for Home Portrait or Commercial use, or proofing.

Bargain Price $22.50

Brunner Print Straightener with 12-inch belt and capacity of 8x10 prints. Motor operated. Condition Excellent.

Bargain Price $54.50

Folmer Compact Standard for commercial or home portrait use.

Bargain Price $17.50

Elwood Miniature Enlarger for negatives 2¼x3¼ and smaller.

Bargain Price $19.50

Combination Tripod suitable for 8x10 cameras. Can be extended to 54 inches and has 8¾-inch top.

Bargain Price $8.50

Kodak Auto Focus Enlarger, with F 6.3 lens suitable for negatives up to and including 4x6.

Bargain Price $17.50

6½x8½ View Camera with 24-inch bellows. Suggested only for copying. Three holders included in

Bargain Price $12.50

3¼x4¼ Series D Graflex with 6-inch Zeiss Tessar lens and case. Film pack adapter is included.

Bargain Price $98.50

4x5 R. B. Graflex with 10-inch F4.5 Kodak Anastigmat lens and film pack adapter.

Bargain Price $140.00

Beattie Hollywood Hi-Lite Twin Arc on portable stand with castors. Requires no special wiring.

Bargain Price $35.00

8x10 Century Universal Camera with fibre case and filmholder.

Bargain Price $58.50

5x7 Eastman View Camera with one holder and case.

Bargain Price $23.50

UNUSUAL BARGAIN
Korona Panoram Camera

We offer a 5x12 Korona Panoram Camera with case and film holder in excellent condition. Cannot be told from new stock.

Camera . . . $40.00
Case 5.50
Film Holders, ea. 4.50

We have but one outfit to offer at this price. Place your order before someone else grabs it!

An ideal camera for school group use.

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Pako Liberty Model Belt Dryer for Matt Prints and Fotostats. Thoroughly reconditioned. Electric heated model.

Bargain Price **$125.00**

3¼x4¼ R. B. Auto Graflex with case and adapter. No lens.

Bargain Price **$65.00**

4x5 R. B. Series B Graflex with Kodak Anastigmat F4.5 lens, film holder and magazine.

Bargain Price **$87.50**

STONEWARE TANKS

The few 42-inch Stoneware Tanks on hand are offered at bargain prices in order to make room for other stock. These are new tanks in their original crate and are the kind we have used in our own Finishing Department for the past 16 years without replacement or special attention. The bargain prices include a substantial reduction from the original.

	Inside Measurements			*Bargain Price*
	Length	*Width*	*Depth*	*Each*
2—18 gal.	10½ in.	9½ in.	42 in.	$21.00
5—24 gal.	11 in.	9½ in.	42 in.	27.00

A year to pay.

3¼x4¼ Graflex, Series C, with 6½-inch Cooke F2.5 lens and case and Focus Panel.

Bargain Price **$145.00**

4x5 Graflex B with F4.5 B. & L. Tessar, 6 Plate Holders and Case..... ..... **$57.50**

Korona #2 Stand, shopworn, **$13.50**

3¼x4¼ R. B. Graflex with case and adapter. No lens.

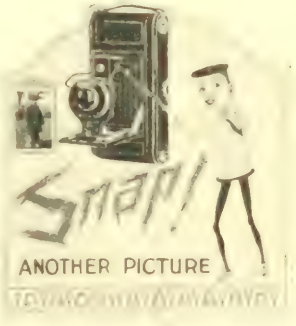
Bargain Price **$75.00**

Seneca Heavy Oak Tripod for 8x10 cameras. Can be extended to 5 feet.

Bargain Price **$8.50**

4x5 R. B. Series B Graflex with film pack adapter. No lens.

Bargain Price **$47.50**



Window Display Cards as shown in the illustration. Printed in 3 colors. Size, 27x29 inches.

Bargain Price ..... **$ .49 each**

Halldorson 4-Unit Studio Lamp and Stand. No. 4 flood lamps are suggested, or you can use 15 hundred-watt Mazda lamps.

Bargain Price **$98.50**

14-inch Condensing Lenses in modern book type mount. Excellent condition.

Bargain Price **$65.00**

Good Lenses for Less

PRICES AT NEW LOW LEVELS

20F	Gundlach—Series A Portrait	F5	15″	$32.50
52F	Dallmeyer—Series A Portrait	F4	13½″	65.00
60A	Cephaloscope	F5	11½″	17.50
72E	Wollensak—Portrait	F5	15″	29.00
40C	B. & H.—Portrait Unar	F45	14½″	65.00
581-16	Scientific Portrait	F8	14″	25.00
60J	Hermagis	F6	20″	35.00
122G	Vitax—In a studio shutter	F38	16″	65.00
154G	Verito—In a studio shutter	F4	18″	49.50
172E	Sigmar—In a studio shutter		16″	95.00
80A	Gundlach Hyperion—In a studio shutter	F4	14″	20.00
60-681	Berthiet	F8	12″	9.50
124K	Versar—In Regno Shutter	F6	6½″	7.50
172B	Velostigmat—Series 4 I-V In Betax Shutter	F63	6½″	16.50
172C	Series 1 A—Velostigmat Convertible in Betax Shutter	F63		49.50
172D	Velostigmat—Series II In Betax Shutter	F45	9½″	79.50
100I	Steinheil Cassar in Barrel	F35		67.50
20D	B. & L. Tessar	F45	9¾″	52.50
32I	Ilex Portrait	F35	10″	47.50
20K	Cooke—Series 2A	F35	8″	57.50
58K	Cooke—Series 2A	F35	10½″	115.00
22B	B. & L. Tessar	F45	11¾″	85.00
106J	Wollensak—Series A Portrait	F5	11½″	17.50
22J	B. & L. Unar Portrait	F45	14¾″	65.00
20E	Gundlach—Perigraphic Convertible	F8-16-25½	28″	27.50
168I	B. & L. I C Tessar in Compound Shutter	F45	10″	52.50
38C	B. & L. I C Tessar	F45	7 7/16″	31.50
36F	Velostigmat Series II	F45	6″	17.50
166K	B. & L. Zeiss, Convertible in Compound Shutter		7-11½-14″	59.50

(Continued on page 29)

Good Lenses for Less

18F	Schneider Xenar	F3.5	7 1/8"	$52.50
164J	Velostigmat in Optimo Shutter	F6.3	12"	49.50
32B	Series V 5 B. & L. Protar W. A.	F18	7 3/16"	15.00
52H	IIIA—Velostigmat W. A.	F12.5	7 7/8"	29.50
52F	Barre W. A.	F16	10 1/2"	13.50
	Sterling W. A.	F12	7"	5.00
172F	Series V—B. & L. Protar W. A. in Volute Shutter	F18	4 3/16"	35.00
30C	Darlot W. A.		6 1/2"	5.00
122C	Verito in Studio Shutter	F4	14 1/2"	45.00
	Gundlach W. A.	F16	8"	15.00
64B	Emio W. A.	F12.5	4 1/2"	12.50
144F	Plantographic in Auto Shutter	F8	12"	15.00
144F	Cassar With Filter	F29	3"	27.50
162E	Gundlach RR in Autex Shutter		12-20 1/2-28"	7.50
164B	B. & L. Plastigmat in Compound Shutter	F6.8	9"	57.50
72D	B. & L. RR Convertible	F8	17"-28"	7.50
130C	Barre Portrait	F5	7"	7.50
130B	Barre Portrait	F5	6"	6.50
106H	Scovill Economic W. A.	F8	8 1/2"	5.00
162B	Vitax in Studio Shutter	F3.8	13 1/2"	45.00
5326	Vitax in Barrel	F3.8	10"	75.00
76J	P. & S. Visual Quality	F4.5	16"	39.50
54C	Gundlach Series A Portrait	F5	15"	49.50
54A	Velostigmat Series II	F4.5	12"	98.50
	Voightlander Skopar in sunk mount	F4.5	6 1/2"	29.50
166C	B. & L. 1—C Tessar in Optimo Shutter	F4.5	3 3/8"	16.50
52K	Velostigmat Series II	F4.5	3 1/2"	15.00
52J	Series II Velostigmat	F4.5	7 1/4"	39.50
16F	Rapid Rectilinear	F8	6 1/2"	2.50
144I	Rapid Rectilinear in Victor Shutter	F8	6 1/2"	2.50
158I	Rapid Rectilinear in BB Shutter	F8	5 1/4"	4.50
130A	B. & L. Convertible in Volute Shutter		4 1/2-7 1/4-9 1/4"	19.00
166I	Versar in Regular Shutter	F6	11 3/8"	9.00
10I	Verito		8 1/4"	16.50
	Verito (like new)		8 3/4"	27.50

Tony Oliver Babb

THE photographic industry has suffered the loss of a man who for many years combined a position of great authority with the facility of making friends. We mourn the death of Mr. Babb, who died of double pneumonia on November 16 after a short illness at his Los Angeles home.

To mention a man in this business who possessed more friends and more admirers would be so difficult as to be impossible. A native of Shelbyville, Indiana, he became a member of the Eastman Organization at Chicago and served later at New Orleans. He was transferred to Los Angeles in 1911 when Eastman Stores purchased the Howland & Dewey store. Immediately he made friends for his store and for the parent organization, and as other stores were added to the group they were placed under his supervision. At the time of his death, at the age of 56, he was Western Director of all Eastman Activities in the Western States, an assignment that remains a challenge to any man.

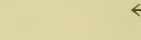
The burden, however, did not overwhelm him. He was an active Rotarian and a Mason, found time to take part in civic affairs in which he was muchly interested. He had the happy faculty of being able to handle numerous details at the same time and keep them in their proper place.

As an executive, he created in his associates a desire to emulate him and his approval was considered suitable reward for any endeavor. He had an intensely practical mind, which enabled him to appraise any situation. Once you knew Tony, as he was affectionately called by his many friends, you loved him. His earnestness, sincerity and jovial nature made him a man whose acquaintance would be long remembered. He is survived by Mrs. Babb and a son, Harry, who is likewise in the Eastman organization at Los Angeles.



If You Telephone

With more than sixty people in our employ, it is not possible for any one person to be informed about all orders at all times. If you wish information about an order, or wish to place an order, do not ask for an individual, but ask for the ORDER DEPARTMENT. Then one of several people capable of helping you will be at your command. If you wish information about mountings or frames, ask for Mr. Bogue, who is a specialist in these lines.



Fotoflat Gift Packages

IN another section of THE FOCUS, we announced Fotoflat. In the event that you do not recall having read the notice, we suggest you refer to Page 5. In addition to cut sheets in dozen and gross packages, we offer a special package for holiday trade.

Fotowelder Set No. 7 is in an attractive box containing a baby Fotowelder in a liberal supply of Fotoflat Material suitable for mounting pictures 1/16 size and smaller.

Fotowelder Set No. 2 is a larger box containing a 1-A Welder and a liberal supply of Fotoflat for picture post card size and smaller. We wish to stress the fact that these gift boxes, while suitable for Christmas Gifts, are likewise suitable for gifts throughout the year. This increases the certainty that you will readily be able to sell as much as you buy, regardless of what month you have them.

Fotowelder Set No. 1, $1.95; Fotowelder Set No. 2, $3.95, especially suggested to dealers.

A NEW FILM

EASTMAN SUPER ORTHO PRESS

THREE times the speed of Ortho Press, Eastman Super Ortho Press Film has fine grain, exceptional gradation quality, develops rapidly, is physically hardened, and can be inspected during development. It is ideal for football and similar outdoor sports, and it has the quality that especially fits it for Photoflash shots and many forms of studio work. Eastman Kodak Co., Rochester, N. Y.

EASTMAN

SUPER ORTHO PRESS

FOR BETTER COMMERCIAL OR NEWS PICTURES



COMPLETELY COLOR-CORRECTED

EKTAR *f*.6.3

THE finest color-corrected commercial lens ever produced, Eastman Anastigmat Ektar *f*.6.3, 14-inch, is now available to commercial photographers. It gives complete longitudinal and lateral color correction—three color images each critically sharp and of identical size.

Its 14-inch focal length gives ample coverage for full use of swings on 8 x 10 cameras. The Ektar *f*.6.3 has a beautifully finished aluminum barrel, "click" stops, front and back lens caps, and a sturdy, plush-lined wooden case. Eastman Anastigmat Ektar *f*.6.3 sets a new standard of quality at a new low price—$175.00, at your dealer's.

EASTMAN KODAK COMPANY, Rochester, N. Y.

THE FOCUS

Published Monthly in the Interests of Professional Photography

VOL. XIV DECEMBER, 1938 No. 12



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HIRSCH & KAYE
SAN FRANCISCO

Velour Black ★ *for prints by projecti*



ROCHESTER SCENE
Defender Camera Club
Competition

A
Velour Black
Print

There are two other Defender Papers for prints by projection..

VELTURA
for warm tones
(15 Surfaces)

and—

ILLUSTRO
This paper has remarkable tonal quality; unique surface "pick-up." It is ideal for halftone reproduction and for enlarging from "Miniature" negatives.

A pace-maker since 1920 ..

Velour Black (CHLORO-BROMIDE) pioneered in 1920, reveal the professional a long-sought "portrait quality"—br gradation—then attainable only through the st chloride (contact) papers.

That same quality, a unique tonal crispness, com with printing speed and simplicity, makes Velour the accepted medium of today, by professional and am for prints by projection.

A Defender Product, made in 25 varieties and su eight of the latter in four contrasts. Velour Black is and described in the Defender Book, free on re

DEFENDER PHOTO SUPPLY COMPANY, IN
ROCHESTER, N. Y.

THE FOCUS

Prepared and Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE
239 Grant Avenue, San Francisco
The Largest Independently Owned Photo Supply House in the West

VOL. XIV DECEMBER, 1938 No. 12

Introducing—



ARTHUR JAMES AUSTIN . . .

Mr. Austin is a native of Lancoshire, England. We do not know just when he heard the call of empire and followed covered wagon trails to Vancouver, but the first we hear of him in this part of the world is his attendance at Strathcona School in Vancouver, B. C.

His education proceeded in a normal way until he arrived at the age of fourteen when, like Jerry and others, he decided there was nothing more to be learned. The spirit of pioneering was still in the air. He succumbed to the fever and we next hear of him swinging an axe for a surveying crew of the Grand Trunk Railroad in the Prince Rupert Country. It was his ambition to take up steamboating as a career, but long before this he had been bitten by the photography bug. Even when in school, he became more interested in photography than any other subject. He soon left his railroading career and steamboating ambition to follow photography.

Next we hear of him owning a studio in Riverside, California, followed by a studio in Ventura. Apparently Ventura is his permanent location because among his hobbies is his garden and his home. Yes, Mr. Austin is married.

He is a member of the Elks Club and the Canadian Legion. We suspect he likes to play the ponies and some day hopes to pick a winner. Mr. Austin is a patient man, but if you wish to thoroughly arouse him pose as an amateur photographer and enter his studio and try to buy some paper for out-of-focus pictures. He believes that amateur and professional photography are like East and West and never should the two meet. They both have their valuable places.

Tardy Flowers

"Maybe I ought'n't to mention it," he said slowly, "and then again, maybe I ought. You see, I paid my respects to a faithful servant yesterday. I looked into his calm, dead face, and while the last services were going on, I half imagined he was talking to me and saying in that quiet, shy way of his: 'You know, boss, I would rather have had a few words of cheer, a smile of encouragement, and an understanding hand clasp, while the blood flowed warm in these pale, chill hands, than to have this room banked with flowers and the preacher saying nice things about me that he isn't too sure he means . . . because, if we have any bouquets to send . . . well, you know what I mean, boss . . . I'm not complaining, mind you . . . but they might just as well be passed along while we can enjoy their perfume.'

"That's what his still face seemed to say to me, and I went away thinking how many words of appreciation we say too late." *(Oliver Gross)*



"Dramatizing Portraits in the Modern Manner"

INTRODUCING . . . . "Portrait Plaques"

Write us for detailed information

THE GROSS PHOTO SUPPLY CO. • TOLEDO, OHIO

The Time Capsule

YOU have, no doubt, read of the Westinghouse "time capsule", the ingeniously designed metal container recently buried on the grounds of the New York World's Fair and containing "a cross section of our times" for the edification of archaeologists 5,000 years from now. The time capsule contains small articles that we wear and use, photographs and motion pictures to show how we look and act and talk, and a variety of well-chosen exhibits. The significant thing, however, is that the bulk of 1939's story for 6939 to read when the capsule is opened is told on safety film (Eastman Micro-File Safety Film). In this form, the time capsule contains books, encyclopedias, philosophical discourses, technical treatises, histories, religious essays, the Bible, and statements of this age's scientific, engineering, industrial, social, religious, and philosophical achievements.

The copying was done on the Micro-File Recordak, an apparatus for rapid reduction of bound-volume pages to film. The pages copied numbered approximately 23,000, ranging in size up to newspaper sheets. This quantity of reading matter occupies 1050 feet of 35-millimeter film in the capsule.

A small microscope, suitable for reading the miniature images on film, is enclosed in the capsule.

The time capsule is approximately 7 feet, 2 inches in length, and 8 inches in diameter, made of a corrosion-resisting copper alloy. Within the metal shell is a Pyrex glass container imbedded in waterproof mastic. All air was evacuated from the glass container and it was filled with an inert gas to act as a preservative.

Eastman Printer No. 8

THE new Eastman Printer No. 8 is similar to the Eastman Printer No. 2, accommodating film or glass negatives up to 8x10 inches or 18x24 centimeters. It has four three-inch metal masking strips, and will accept paper 14x17 inches in size.

Four 25-watt or 40-watt Mazda lamps (not furnished) provide the printing light; and a ruby pilot lamp is included.

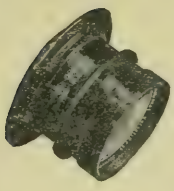
Other features of this new printer are: a door for dodging or vignetting; a ground glass for diffusion and vignetting; printing lights turned on by contact of platen and, when desired, may be operated by a switch; platen of molded rubber construction to insure a good contact; finish is battleship gray enamel.

	List
Eastman Printer No. 8	**$39.00**

This new model supersedes the No. 2 Eastman Printer.

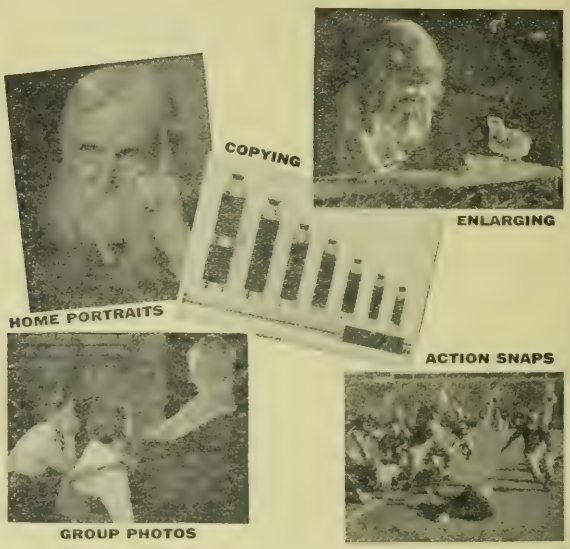
On orders calling for the No. 2 Eastman Printer, the No. 8 will be substituted unless specified to the contrary.

A COMPLETE SET OF LENSES



—ALL IN ONE

WOLLENSAK VELOSTIGMAT SERIES II f4.5



With the Wollensak Velostigmat Series II *f*4.5 your one camera virtually becomes five separate instruments.

Compactness and true perspective for home portraiture. Flat field for group photos. Speed for action snaps. And so fine optically that it is regularly used for copying and enlarging.

***FOR portraits - groups - children's photos commercial work - architectural - action shots copying - enlarging - landscapes**

If you can afford only one lens, but have a wide variety of photographic interests—you want this Velostigmat. Try it at our risk.

WRITE FOR LITERATURE

WOLLENSAK OPTICAL CO., ROCHESTER, NEW YORK

WOLLENSAK

General Electric Perfects a Lamp Especially for Kodachrome

In order that users of Kodachrome professional film type B may obtain perfect results, an especially designed lamp has been announced. The color of light produced by this lamp is in step with the wave length requirements of Kodachrome emulsions. Here is advance information on the new lamp.

Watt	*Style*	*Base*	*Voltage*	*Kelvin*	*Life*	*List*
1000	PS52	Mogul Screw	Standard	3200°K	75 hours	$ 4.25
1500	PS52	" "	"	"	100 "	6.00
1000	G40	" "	"	"	35 "	6.75
2000	G48	" Bipost	"	"	60 "	11.00
5000	G64	" "	"	"	150 "	25.00
500	A23	Medium Screw	"	3250°K	20 "	.70

These lamps will be available in standard voltages of 110, 115, and 120. On special order they will be available in 100, 105, and 125 volts at no additional charge. It is very important that the lamps be operated at correct voltage because a difference of only 5 volts will change the color temperature 50 degrees Kelvin, and will influence the tones in the finished picture. As line voltage varies, we suggest you obtain the actual voltage information from your power company.

The designation of the new lamp is G.E. Mazda Lamps 3,200 degrees K.

The Questioning Mind

PROBABLY the most valuable quality with which a youngster begins life is curiosity.

If he faces all situations with a question mark in his eyes or on his tongue, he should go far and contribute something to the well-being of mankind.

Nothing is now being done as well as it could be done. Less than a hundred men in a million can be expected to raise a doubt about anything. The mass takes life as it finds it.

Occasionally a man comes along who wants to know why something is done a particular way, or why it is done at all. For a whole generation, conductors laboriously collected fares from street car passengers. Then someone thought of the fare-box.

Butter was scraped from a tub until someone thought of the pound brick, and later someone thought of dividing the brick into four sections.

Whatever we may be doing, there is a chance for improving the way we are doing it. Opportunities lie close at hand, in every shop, office, and home.

Gevaluxe
Velours

THIS new, *patented* paper is so totally different from any other that it beggars description. To appreciate its revolutionary character, you must inspect an actual print, and see for yourself the extraordinarily stereoscopic effect which Gevaluxe lends to a picture. Prints may be seen at Hirsch & Kaye's, San Francisco.

The Gevaert Company of America, Inc.
6368-70 Santa Monica Boulevard
Los Angeles
New York—Chicago—Toronto

Hirsch & Kaye carry all Gevaert Products

Kodachrome Professional Film, Type B

Characteristics—Professional Kodachrome Film, Type B

USE—Single exposure in regular camera produces positive transparency in full color, without screen pattern.

LIGHTING—Balanced for high intensity clear Mazda Lamps.

FILTERS—None, when appropriate type of artificial light is used, Wratten 85-B for outdoor pictures.

SPEED—Approximately one-third that of Eastman Portrait Panchromatic Film or Eastman "SS" Pan Cut Films.

EXPOSURE LATITUDE moderate.

PROCESSING—At Rochester only, without charge if three or more films are returned for processing at one time.

Sizes—Popular sizes up to and including 8x10 inches.

KODACHROME Professional Film is now available in cut-film sizes up to and including 8x10 inches, and in a type precisely color-balanced for high intensity tungsten illumination.

Identical in principle with the Kodachrome Film which has proved so convenient and workable for miniature cameras, Professional Kodachrome differs only in its suitability to professional and studio photography.

Kodachrome Professional Film is used with the same ease and simplicity as Kodachrome Film for miniature still cameras. It is suitable for use in any camera which takes standard black-and-white cut film. Film holders are loaded and single exposures made, in the usual fashion. A single exposure produces a positive transparency in full color. Any fully color-corrected anastigmat lens capable of good three-color work is suitable for color photography with Kodachrome.

Kodachrome transparencies are free from screen pattern, and have the extreme fineness of grain characteristic of the reversal process. The transparency may be examined as a proof, used for engraver's copy, used for the production of full-color prints on paper, by the Wash-off Relief Method or other suitable medium, or for screen projection with suitable equipment.

Professional Kodachrome Film for studio use under artificial light will be known as Type B, and will require no filter when used with light of correct color-quality.

The Type B film is color-balanced during manufacture for light from incandescent lamps operated at a color temperature of 3200 degrees K. This type of light represents the average quality of light normally used for black-and-white commercial photography—that obtained from clear bulb, high efficiency tungsten lamps operated at correct voltages.

Professional Kodachrome, Type B, can be used with Photoflood or Photoflash, if a Wratten 2A Filter is placed on the camera lens to compensate for the excess blue of these light sources. Pictures can also be made outdoors by daylight if a Wratten 85-B Filter is used. Full information about the use of filters is given in the instruction book packed with each box of film.

While Kodachrome Professional Film does not have the high speed or great latitude of some black-and-white films, it does have moderate exposure latitude. Its speed is approximately one-third that of Eastman Portrait Panchromatic Film.

Professional Kodachrome Film is supplied in boxes of one-half dozen.

A Suggestion With Reference to the Use of Photorecord Equipment

PREVIOUSLY, we described Photorecord Equipment for preserving, on 35 mm film, various documents, book pages, maps, and other material. An additional use was especially revealed after the recent storm in the New England States when many water soaked and badly damaged documents were to be photographed. It was found that by the use of Infra Red Film and Red A or F Filter, many otherwise illegible records were photographed as distinctly as though the original in new condition had been copied. We especially suggest this for the attention of assessors, county clerks, and public officials who may have occasion to photograph vital documents following a fire, flood, or catastrophe. Infra-Red Film can be purchased in bulk at $7.50—100 feet, and rewound on standard cartridges.

←❋→

Cine Kodak Super XX 16mm Pan Film

A NEW fast film for 16mm cameras is announced. Cine Kodak Super XX Film permits making pictures much earlier or later in the day in pouring rain, in the woods, or even after dark on brightly lighted streets. Cine Kodak Super XX Film is invaluable for filming outdoor events in poor light. Also excellent slow motion pictures for detailed study.

The film is twice as fast as SS Pan Film. Clear Movies can be made indoors with ordinary illumination at F 1.9 with 2-50-watt bulbs, 3 feet from the subject.

200-ft. rolls	$15.00
100-ft. rolls	7.50
50-ft. rolls	4.00
50-ft. magazine	4.25
50-ft. packette for Simplex Pockette and Filmo 121	$4.25

Prices include processing and return transportation to customers within the country in which the film is processed.

←❋→

Metal Film

AFTER a series of experiments which have taken place for more than ten years, a scientist has perfected a metal alloy photographic film which is inexpensive, grainless, sensitive, non-inflammable, indestructible, non-shrinkable, and capable of use on both sides.

Images on non-transparent metal alloy film are projected by reflection from a light in front of the film. The principal uses of the film will be in map making, Microfilm reproduction of checks and documents and historical records to be preserved for unusually long periods of time.

←❋→

Eastman Safety Auto-Positive Commercial Film

A NEW film has been announced. Eastman Safety Auto-Positive Commercial Film permits the making of duplicate negatives direct from original negatives without need of the usual intermediate positive step. It is intended, primarily, to be used in making duplicate negatives by contact printing. The film will be especially useful for the production of duplicates from valuable negatives such as we know are stored in the studios featuring the Big Trees, Scenic Beauties which no longer exist and other negatives which cannot otherwise be duplicated.

The film will be available in all standard sizes at list price slightly higher than the list on Panchromatic Emulsions.

Display Super Flash!

Camera shop owners who sell flash bulbs should take advantage of the opportunity to obtain helpful display material to increase their sale of Super Flash Lamps. Attractive counter display cards are available and these will gladly be sent without cost, on request. Just ask for Super Flash Counter Display Material.

Victor Diffusers and Deflectors

You will find Victor Diffusing Screens and Victor Deflectors among the most desirable of accessories for use with Victor Lighting Units. They soften illumination, shielding your subjects from the direct light rays of the lamp. Especially recommended for portraiture.

The VICTOR DIFFUSING SCREEN is of fine, white silk, firmly stretched and clamped by close-fitting hoops, tension being maintained by a coil spring at the joint of the outer hoop. It is quickly attached to Victor Reflectors by means of spring clips which fold back into the rim when not in use, three being supplied on all but the 16-inch screen, which has aluminum alloy hoops.

Victor No. 21, for 9-in. Reflectors..$0.75
Victor No. 22, for 10-in. Reflectors.. .75
Victor No. 23, for 11-in. Reflectors.. .85
Victor No. 26, for 12-in. Reflectors.. .85
Victor No. 27, for 16-in. Reflectors.. 2.75

VICTOR DEFLECTORS are lightweight, compact and unbreakable; snap quickly over the Photoflood lamp to intercept direct rays and return them to the reflector for re-reflection. Remarkably even illumination, with but slight reduction, is obtained. The spring grips, which are removable, insure proper placing and alignment of the deflector disc, which is of substantial gauge aluminum with highly polished inside surface.

Victor No. 8,
for 9- and 10-in. Reflectors.....$0.45
Victor No. 24, for 11-in. Reflectors.. .55
Victor No. 14, for 12-in. Reflectors.. .55
Victor No. 16, for 16-in. Reflectors.. .65

4-Way Floor Outlet

Here is an accessory that has long been wanted by photographers. The 4-way floor outlet consists of a 20-foot rubber-covered, heavy electric cable which is plugged into the nearest outlet. At the other end of the cable is a distribution box into which you can plug four individual cords for spotlights, your main lamp, and other lighting devices. This method of distribution takes the place of many cords on the floor where they are in the way. It should be understood that the capacity of the 4-way floor outfit will be no greater than that which you would require for any individual outlet.

Price $6.50

Order Now

Maintain an ample stock of these striking new Kodak Films. They will be in active demand.

Kodak Plus-X Film

Size	*Retail Price*
PX828— 8 exposures	$ .25
*PX135—18 exposures	.60
*PX135—36 exposures	.95
*PX235—36 exposures	.95

Kodak Panatomic-X Film

Size	*Retail Price*
FX828— 8 exposures	$ .25
*FX135—18 exposures	.60
*FX135—36 exposures	.95
*FX235—36 exposures	.95

Kodak Super-XX Film

Size	*Retail Price*
XX828— 8 exposures	$ .25
*XX135—18 exposures	.60
*XX135—36 exposures	.95
*XX235—36 exposures	.95

*Cellulose acetate safety base.

Victor Hi-Lo Switches

Enable You to Dim Photoflood or Mazda Lamps Before and After Making Exposures

Prolong Lamp Life . . . Eliminate Light Stress . . . Save Electricity

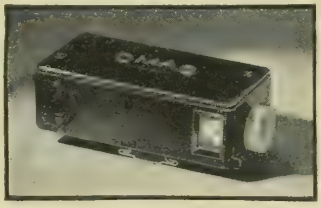
Simply plug current supply cord into male plug of a Victor Hi-Lo Switch, and plug an equal wattage of lamps into each of its two female receptacles. A snap of the switch then throws lamps from half to full voltage, or entirely off, as you desire.

Lamps burned at half voltage provide easy, comfortable illumination for focusing and arranging lighting and subjects. Use full strength illumination only for a fraction of a minute to make your exposure.

The 6 amp. model will control two No. 1 Photoflood, or lamps of other types up to 300-watt sze.

With the 20 amp. Victor Hi-Lo Switch as regularly supplied, two No. 2 or two No. 4 Photoflood lamps may be used, or any two lamps of other types up to 1000-watt size. By use of one or two 15 amp. Tee-Taps with this 20 amp. switch, the number of lamps controlled can be increased. For instance, with a Tee-Tap plugged into one receptacle, two No. 2 Photoflood lamps may be tapped in this receptacle, and one No. 4 Photoflood tapped in the other. Or with Tee-Taps in both receptacles, four No. 2 Photoflood lamps can be used. Any combination is permissible which takes the same total wattage out of each receptacle and does not have total load exceed switch rating.

6 amp. Victor Hi-Lo Switch.....**$3.25**
20 amp. Victor Hi-Lo Switch..... **7.50**
Tee-Taps, 15 amp. to provide two outlets in place of one, each..... **.90**
20 ft. high grade heavily insulated **Extension Cord Sets** for operating lamps at considerable distance from switch, each..... **1.50**



OMAG

DISTANCE METER

The Omag Distance Meter is as simple and dependable an instrument as can be designed. You merely look through the conveniently placed eye piece, and turn a knob until the upper and lower portions of the image are in perfect alignment. A glance at the dial then indicates the exact distance. The range of the dial extends from 2½ to 100 feet.

The Omag Distance Meter is readily attached to any camera which has a clip for the use of similar accessories.

PRICE $7.50

An excellent item for your store.

PROFESSOR QUIZ INSTRUCTS US IN THE USE OF

FOTOFLAT

The New Thermo-Plastic Dry Mount Membrane

(Readers of the "Focus" are invited to listen)

Question: WHAT IS FOTOFLAT?

Answer: Fotoflat is a tough thin paper coated on both sides with Thermium. Thermium is a new gum adhesive with a preservative to give it long life as an adhesive, and to keep it permanently pliable—so that it will not get hard and brittle as do other adhesives. Intimately mixed with Thermium is a wax. When you heat the Thermium the wax becomes liquid, and this hot wax becomes the solvent for the gum adhesive. That is why Fotoflat is like fly-paper when hot, yet smooth and waxy when cold.

Question: HOW DOES FOTOFLAT WORK?

Answer: Merely run the edge of the Foto-Welder (or an iron) over the membrane, thus lightly fusing it to the underside of the print. This slight heat application should be applied to the entire under surface—thereby making membrane and print a single unit so that trimming may be easily effected. Next, place the trimmed unit in position on the mount or album page. Cover it with a thin scrap of paper and apply the iron, making sure that all parts of the print are heated. Remove the iron and rub the print with a wadded handkerchief or place a cool weight on it for a few seconds to complete the seal.

Question: WHY DO YOU FUSE FOTOFLAT TO THE ENTIRE UNDER SIDE OF THE PRINT?

Answer: This is done so that you may trim evenly. Fotoflat is the only dry mount membrane that trims so easily and cleanly.

Question: WHAT MAKES FOTOFLAT STICK PERFECTLY?

Answer: When you pass the hot Foto-Welder (or an electric iron) over a print with Fotoflat under it, you moisten the gum on the Fotoflat. To make it stick and lie Flat on the album page or mounting board, you must press (with a wadded handkerchief or piece of felt) while the gum is tacky—not while it is wet. The gum never gets tacky while the hot iron is on it . . . it gets tacky after the iron is removed. The time to press or rub down the photograph is a few seconds after you have removed the heat—remember, the rubbing or pressing is just as important as the heating, and it must be done with something cold.

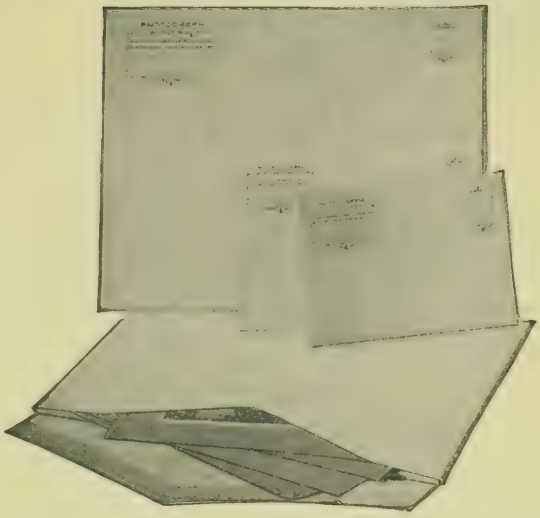
Question: WHAT HAPPENS IF THE HEAT IS APPLIED TOO LONG?

Answer: If you leave the hot Foto-Welder (or electric iron) too long on a photograph which has Fotoflat under it, you are keeping the adhesive of the Fotoflat liquid so that the mount and the photo soak it up, and there is none left as a bond to hold them together. The proper amount of heat is just enough to make the adhesive momentarily liquid. This allows a portion of the adhesive to penetrate into the photograph and mount and leaves a bond between them which acts as a permanent, tight bond holding them together.

(Continued on Page 15)

The Photomailer

Trade Mark Registered U. S. Patent Office



A mailing container especially designed for Photographs, Leaflets, Easter Cards, Valentines, Christmas Cards, Drawings, Photostats, Calendars, Designs and Pictures.

The Photomailer is an exceptionally convenient and attractive mailing container which affords perfect protection to its contents in transit and handling. It is compact, light in weight, and always ready for immediate use. **It complies with all postal regulations.**

The Photomailer Cabinet, designed for counter display, shows the assorted Photomailers to the best advantage and keeps them constantly before the retail customer.

Are packed in strong corrugated boxes in the standard quantities listed below, and are sold at the following prices:

No.	Size	Quant.	Doz.	Each	Over 1000	500 to 1000	250 to 500	100 to 250	Less than 100
123	4½x7	100	$ .50	$ .05	$1.90	$1.95	$2.10	$2.30	$2.45
126	5½x7¾	50	.60	.06	2.10	2.20	2.40	2.60	2.75
131	6½x9⅛	50	.60	.08	2.35	2.45	2.65	2.85	3.05
135	7½x10⅛	25	.70	.08	2.55	2.65	2.90	3.10	3.30
136	7½x9½	25	.70	.09	2.75	2.90	3.10	3.30	3.60
137	7¼x11¼	25	.80	.10	2.90	3.05	3.25	3.55	3.75
138	8½x10½	25	.80	.10	3.00	3.15	3.40	3.65	3.95
139	8⅛x11⅛	25	.80	.10	3.00	3.10	3.40	3.60	3.85
142	9½x11½	25	.90	.11	3.30	3.50	3.75	4.05	4.30
143	9½x12½	25	.90	.12	3.45	3.60	3.85	4.20	4.55
146	10½x12½	25	.90	.13	3.60	3.75	4.10	4.35	4.70
151	11¼x14⅜	25	1.10	.15	4.10	4.25	4.60	4.95	5.30
154	12½x14½	25	1.10	.18	4.35	4.55	4.90	5.30	5.70
155	12¼x15¼	25	1.10	.18	4.35	4.55	4.90	5.30	5.70
157	12¼x16¼	25	1.20	.19	4.55	4.70	5.15	5.50	5.90
160	12 x18	25	1.20	.20	4.75	4.95	5.35	5.80	6.20
162	13¼x17½	25	1.30	.21	4.95	5.20	5.65	6.00	6.45

In Stock at HIRSCH & KAYE

FOTOFLAT

(Continued from Page 13)

Question: WHY SHOULD I USE THE FOTO-WELDER?

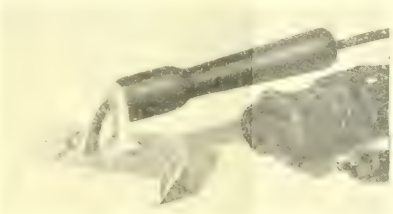
Answer: You can use an ordinary electric iron, if you wish. However, the Foto-Welder is lighter and easier to handle. Moreover, it is thermostatically controlled to prevent overheating—you just can't spoil your prints if you use the Foto-Welder.

Question: WHAT SIZE PRINT WILL EACH FOTO-WELDER MOUNT?

Answer: The No. 1 Foto-Welder is the best welder for all amateur sizes up to and including 4″ x 5″ prints. The Baby Foto-Welder, which is the economy welder, will also mount all these amateur sizes, but more slowly. However, for all large prints, 8″ x 10″ or 11″ x 14″, only the No. 2 Foto-Welder should be used.

Question: HOW MUCH CURRENT DO THE FOTO-WELDERS CONSUME?

Answer: The Baby Foto-Welder takes only enough electricity as will burn a 20-watt bulb. The No. 1 Foto-Welder takes only enough electricity as will burn a 60-watt bulb. The No. 2 Foto-Welder takes only enough current as will burn an 80-watt bulb.



Question: HOW HOT DO THE FOTO-WELDERS GET?

Answer: All run about 285 degrees.

Question: IF I USE AN IRON, HOW HOT SHOULD IT BE?

Answer: The same as in the Foto-Welders, 285 degrees (or "low heat").

Question: WILL FOTOFLAT DETERIORATE IN TIME?

Answer: There is absolutely nothing in Fotoflat to become crystalline or brittle, or to deteriorate indoors.

Question: WILL FOTOFLAT WORK IN AN EASTMAN PRESS?

Answer: Fotoflat will work beautifully in a press. It takes lower heat and less time.

Question: IF I USE A PRESS, HOW HOT DO I RUN IT?

Answer: Run your press at about 145 degrees to 160 degrees.

Question: HOW LONG IN THE PRESS?

Answer: A count of 5-6 is usually sufficient. (This is faster than with other dry mount tissues.)

Question: GENERALLY SPEAKING, WHY SHOULD I USE FOTOFLAT?

Answer: Fotoflat is faster, easier, better and more economical than ordinary "lacquer" dry mount tissues. It mounts contact prints and enlargements the "professional" way without experience and without expensive equipment. It is neater, cleaner and more efficient than rubber cement or "corners"—prints mounted with Fotoflat are perfectly flat, perfectly beautiful—and a Fotoflat mounted print is mounted permanently.

Fotoflat is available in packages containing 36 sheets or 144, in size from vest pocket film size to 16 x 20 and 16-inch rolls. A complete list will gladly be sent on request.

Sussman Mounts w

We have them in stock



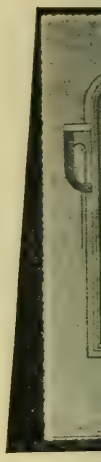
VENTNOR FOLDER

White and India Rag Stocks—Deckled Edges
—Slip-in Style

This style, pleasingly soft in appearance, should harmonize well with any style of portraiture. The insert has a faint tint and an embossed line effect in platinum ink.

Print Size	*Outside Size*	*Price per 100*
4 x 6	6½x 9¼	$ 8.00
5 x 7	7¼x11	10.00
6½x 8½	9¼x12½	13.50
8 x10	10½x14	15.00
10 x 8 Group	13 x11⅝	15.50

Sample on receipt of 15 cents



FOR

Coated Stocks—Ser
—Black and Sil

Distinctly modern
traits look modern in

Print Size
3x 5
4x 6
5x 7
8x10
10x 8 Group

Sampl

HIRSC

"Sussman Mounts Are Paramount"

ll Aid Portrait Sales

• Order them today





T EASEL

Underlay—Black and Gold
Slip-In Style—Oversized

intended to make your por-
y way reasonably priced.

utside Size	*Price per 100*
/8x 7⅝	$ 7.00
/8x 9	8.75
/8x10⅛	10.00
x13½	17.00
½ x11	17.00

ceipt of 15 cents

RODNEY EASEL

Coated Stocks—Gray Only—Serrated Underlay—
Slip-In Style

This is the style made particularly for those who like striking effects in their mountings. Very reasonably priced, this should be a wnner for your school work.

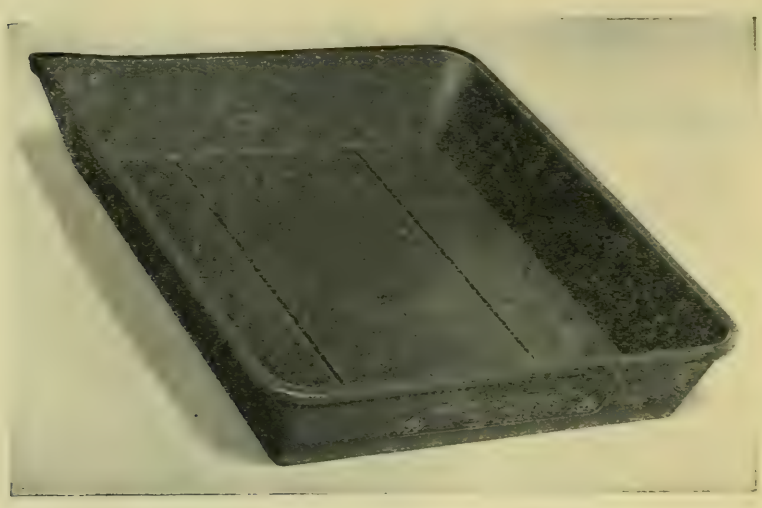
Print Size	*Outside Size*	*Price per 100*
4 x 6	5⅝x 8⅝	$ 7.25
5 x 7	6¾x 9½	8.50
6½x 8½	9 x12	13.50
8½x 6½ Gp.	10½x 9¼	13.50
8 x10	9½x12½	14.00
10 x 8 Group	12½x11	15.00

Sample on receipt of 15 cents

& KAYE

ributors

"Sussman Mounts Are Paramount"



HERE IT IS

In the "Focus" for November, we used an illustration intended o show the new Hard Rubber Tray. The cut we used (see below) ctually is an illustration of the Stainless Steel Tray. Now we how you the Hard Rubber Tray. In 5 x 7 and 8 x 10 size, you nay have these trays marked for either developer or hypo. Here is list of the various sizes:

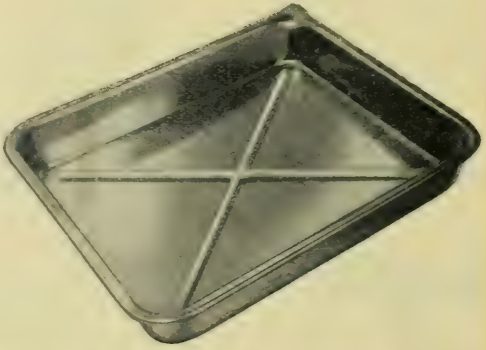
4 x 6	$ .25	5 x 7	$ .60
8 x 10	.90	11 x 14	1.85
14 x 17	3.00	18 x 22	7.00
20 x 24	8.00		

As a reminder, we mention that tainless Steel Trays are available these sizes:

8 x 10	$ 4.00
11 x 14	10.00
16 x 20	18.00

lypo Fixing for prints up to:

11 x 14	10.00



Both kinds of trays are suggested for your use and for resale.

Film and Lamp Assortment

Camera shop owners will be interested in the new Snapshots-at-Night assortment, which combines popular sizes of Eastman Super X Film and Lamps. Here is the assortment:

	List
6 rolls XX127 Kodak Super-XX Film at 30c	$1.80
6 rolls XX120 Kodak Super-XX Film at 35c	2.10
6 rolls XX620 Kodak Super-XX Film at 35c	2.10
6 rolls XX116 Kodak Super-XX Film at 40c	2.40
6 rolls XX616 Kodak Super-XX Film at 40c	2.40
6 pairs Kodak Handy Reflectors, Model C, at 15c	.90
	$11.70
6 No. 1 Photoflood Lamps, now 20c each, formerly 25c each	1.20
6 No. 2 Photoflood Lamps, now 40c each, formerly 50c each	2.40
	$15.30

Usual price to dealers will apply. Specify No. 453 Snapshots-at-Night Assortment.

Announcing Kodaflat

KODAFLAT is an adhesive material on which film, paper or stripping film can be fastened for exposing in a Process Camera. It can take the place of the present more expensive materials or solutions which pick up so much dirt.

It will be supplied in rolls, 36 inches wide and 40 inches long, and since the great majority of Process Cameras in use are 20x20, this will permit the making of our 18"x20" "Kodaflats", at a cost of 75 cents each.

Kodaflat should be covered with Kodaloid every night or when not in use for a time. It can be rejuvenated with a coating of very thin Eastman Rubber Solution.

Price

$3.00 per roll

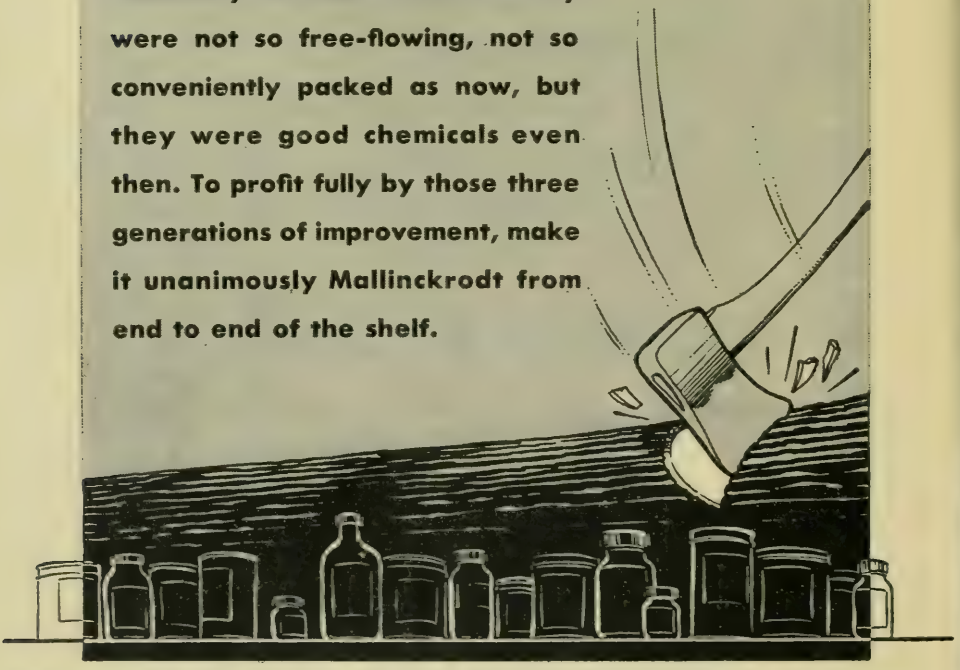
Each One

A CHIP OFF THE BLOCK

Mallinckrodt

PHOTO-PURIFIED CHEMICALS

If your grandfather were a photographer, he may have seen the beginning of this wonderful line of *Physically Perfected* as well as *Chemically Perfected* chemicals. They were not so free-flowing, not so conveniently packed as now, but they were good chemicals even then. To profit fully by those three generations of improvement, make it unanimously Mallinckrodt from end to end of the shelf.



MALLINCKRODT CHEMICAL WORKS

SECOND AND MALLINCKRODT STREETS, SAINT LOUIS, MISSOURI
70-74 GOLD STREET, NEW YORK, N. Y.
CHICAGO PHILADELPHIA TORONTO MONTREAL

PHOTO ART PRINT GALLERY

A Perpetual Salon of Photography Changed Every Two Weeks

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Open every day except Sunday and Holidays 10 A. M. to 5 P. M.—
Saturdays 10 to 1.

Collections of the world's outstanding pictorial photographs open to the public without admission or entry fees.

An exhibition gallery without commercial objective or intent for profit. Dedicated to the cause of the Art of Photography.

January 2nd inc. 14th
E. W. BLEW
PICTORIAL AND SALON PRINTS

January 15th inc. 31st
DR. MAX THOREK, F.R.P.S.
PICTORIAL AND SALON PRINTS

Subject to change as opportunity for special collections or other circumstances may demand.

★

Visitors always will find a sincere welcome. This is your gallery. Avail yourself of what it offers.

775 MONADNOCK BUILDING
SAN FRANCISCO CALIFORNIA

Mr. and Mrs. Ernest Foremark were in Santa Cruz the early part of this month in order to be present at the Golden Wedding Anniversary of Mr. Foremark's parents.

* * *

Daniel DuPertus of Merced sustained a broken leg while skiing. Mr. DuPertus is by no means an amateur on skis. His son, Don, is considered one of the best skiers of his age in this country.

* * *

The home and workrooms of **Leslie "Abe" Hables** at King City was destroyed by fire a few days before Thanksgiving. The loss was fully covered by adequate insurance. The cause of the fire is unknown.

Pako Price Advanced

EFFECTIVE December 31, a new schedule of prices has been published with reference to Pako Products. There are several changes which will interest our readers, especially those who have deferred the purchase of needed equipment.

Pako Model B Printer with cabinet is now listed at $120.00. The Electrogloss Dryer for alternate current is priced at $270.00, while the direct current model is $285.00. We know some of our readers have decided to make installations, but have postponed their decision. Therefore, on orders received within five days after this issue is published, we will protect the former prices, but the special price offered is strictly limited as specified and conditional upon shipment of goods from stock on hand before the price was changed. Act quickly if you would take advantage of this offer.

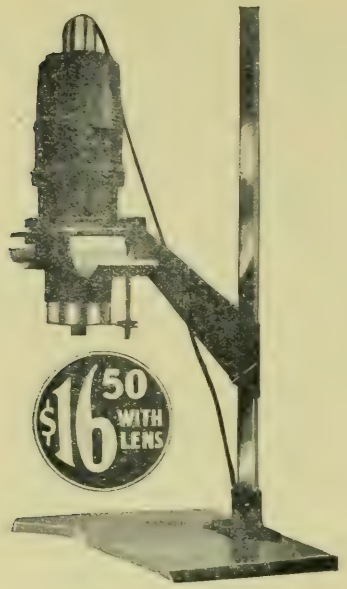
"Christmas Morning"

This specially posed front page Graflex picture was made by Leon Freres, commercial photographer of Rochester, N. Y. Created to portray Christmas happiness, it was featured in the Graflex Christmas national advertising campaign.

The silhouetting of the boy and his canine Christmas present against the firelight proved so effective that many requests for use of the picture were received from newspapers throughout the country. The picture was made with a Series D Graflex.

Edwal Chemicals

The arrival of a supply of Edwal Catalogs of Chemicals reminded us of the very complete line of modern developers available in the Edwal line. Anyone interested in fine grain development is invited to write to us for a copy of Edwal Bulletin No. 10, which we will gladly send on request.



CRAFTSMAN ENLARGER

2¼ x 3¼ Down to 35 MM.

3½" F6.3 lens

Precision focusing device

Opal Enlarging Bulb

Automatic Spring Arm for Size Adjustment

15 x 18 Baseboard

FILMASTER ENLARGER

2¼ x 3¼

3½ inch f4.5 Wollensak Lens

Two (2)—4½ inch Condensers

Open Jaw Negative Holder

Automatic adjuster for raising and lowering projection chamber. Makes for simple operation for inserting films. Keeps lenses in perfect alignment assuring fine enlargements.

Precision telescopic focusing jacket.

Geared Post . . . makes easy and accurate sizes.

Opal Enlarging Bulb.

Takes negatives from 2¼ x 3¼" down to 35mm.

Makes 16" x 20" enlargement right on board.

Complete set 9 masks all sizes from 2¼ x 3¼ down to Robot.



This new Filmaster is capable of giving the highest standard results. Perfect prints both in size and tonal quality. It is easy to operate, simple to use.

Exposure Guide

THE new Wabash Exposure Guide for flash and flood photography will be sent free to any photographer who will write to us for a copy. This pocket guide has been prepared by the manufacturers of well-known super flash and super flood lamps and seems to be the most complete ever published, and lists over 120 different films in 35 mm., cut film, roll and film pack, made by Agfa, Defender, DuPont, Eastman, Gevaert, Hammer, Ilford, Perutz, Univex, etc., together with data and exposure tables on their correct use in making flash and flood pictures. Complete data and exposure tables are also included with the various 8 mm. and 16 mm. films for home movies, as well as tables for Panchromatic and Kodachrome films for color photography.

What Is "Depth of Focus"?

DEPTH of Focus is a term used to indicate the area or distance—near to far—over which a lens will render sharp definition. Theoretically, there is only one point (where the light rays cross) that is absolutely sharp, but for practical purposes an object-point that is reproduced in the negative as an image-circle not over 1/250th of an inch in diameter will prove satisfactory in definition. This image-circle is termed the "circle of confusion." Depth of focus decreases as the size of aperture or the focal length increases.

Short-focus lenses, because their images lie in planes closer together, have greater depth. Photographs in which the object is near have not as much depth as those showing the object at a distance. It is a law of optics that all lenses having same speed and focal length have same depth of focus.

To summarize, depth is governed by diaphragm aperture, focal length and distance of object. With a given focus and object distance, the smaller the stop, the greater the depth. At a given distance and diaphragm opening, the shorter the focus, the greater the depth. With a given focal length and stop, the greater the object distance the greater the depth.

A Correction

For several months we have featured Sussman Mountings in the center pages of the FOCUS, and in this group of new styles is the Ventnor. The illustration which has appeared in the FOCUS previous to this number does not correctly show the style. We regret the confusion which caused us to use a picture of a similar style.

On Page 16 of this issue you will find the correct illustration of the Ventnor Folders.

Hirsch & Kaye's

unique organization is owned by its employees with no outside stockholders.

This store guarantees a square deal to all its patrons. Dependable merchandise—fair prices—guaranteed satisfaction.

It is a business owned and managed by contented, satisfied, well-paid people who have a personal interest in seeing you satisfied.

Mr. Guy D. Edwards of the Garden Studio, Concord, was a recent visitor. He says that photography and ranching can be combined without any loss of efficiency to either activity. The quality of pictures produced and the products of the ranch are ample evidence.

Caniel Freeman, well-known Monterey photographer, spent the Christmas holidays with relatives in San Francisco. At the same time he called to purchase one of the new 2¼ x 3¼ Speed Graphic Cameras completely equipped with modern accessories.

FOR AFTER-THE-HOLIDAY SCHOOL WORK



DRAKE

(Three-piece Inslip Easel)



NORMAL

(Two-piece Inslip Easel)

These are two of many splendid styles especially suitable for school work, contained in the following Sample Sets offered through your stockhouse:

SCHOOL SAMPLE SET E— An assortment of 30 easels and folders 3x4 size only . . . $1.00 postpaid

SCHOOL SAMPLE SET FD—An assortment of 30 easels and folders 3½x5 size only . . . . . $1.15 postpaid

Order a set from your stockhouse today

EASTMAN KODAK COMPANY

[TAPRELL LOOMIS DIVISION] CHICAGO, ILLINOIS

Jerry's Corner



By Himself

Mike, the stock room foreman, paid me a compliment. He said my brain was most wonderful. It started to work as soon as I got up in the morning and didn't stop until I reached the shipping room.

I heard Rogers tell about a customer of his in the bargain room. This customer bought a second-hand enlarger and told Rogers not to have it packed. Just wrap it up, he said, in bromide paper and I'll call for it tonight.

When Bush came back from his last trip he told of a farmer he saw running a steam roller over the ground instead of a plow—guess he's going to raise mashed potatoes.

Matt Nunan, head man in the order department, thought he had me when he asked me if I knew what Gamma was. Sure I said—Gampa's wife.

Take care of your pennies now, and the tax collector will take care of your dollars.

Did I ever tell you about our dark room crew? We have WINTER there all year. That's why we keep COHL in the printing room so that EMIL can stand PATTON until spring. During the Christmas rush we put a GLASS on the trimming table.

Speaking of rush—we sure had one. Like Santa Claus, I thought the packages would sleigh me.

Ever notice that the happiest people are the busiest?

Manual tells me we broke all records for shipments and threw the pieces away. That's because my public is sending me some business.

You made us hustle and hurry. Sometimes it seemed a hopeless job, but, thanks to Matt and his pals in the order department, Mike and the gang upstairs and me and Manual and the shipping room crew, we did keep things moving.

It is mighty fine to know we have got so many real friends. There is nothing I could say that would really tell you how much all of us appreciate you, and you can count on each and every one of us to do his very best to give you the kind of service you want. That's a promise.

Too late now to wish you a Merry Christmas, but we can wish you a Merry Hangover, and for 1939, Peace, Health and Happiness.

—JERRY.

We concentrate on this one business . . .

PHOTO SUPPLIES

You can buy anything you need from one dependable firm.

Try HIRSCH & KAYE *first*

RETOUCHER
COLORIST
Mail Orders Solicited
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Complete Negative Alteration Service
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SPECIAL ATTENTION TO MAIL ORDERS
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Expert Retouching and Etching
Prompt Service
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Phone GARFIELD 4621

STERLING TANK OUTFITS
SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output. Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.
STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



2 SIZES
12, 19 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
COMPACT
DURABLE
EFFICIENT

The best by test.

RETOUCHING
Many Years of Experience
Prompt Return
WALTER BEARDSELL
179 O'FARRELL ST. SAN FRANCISCO

Putz Pomade

Oldtime photographers will quickly recognize this product as a standard article for many years. It is a smooth working abrasive used for local reduction, and readily finds its place in every workroom. A tin of generous capacity will be sent at price of only 25 cents, sufficient for several hundred applications. Place your order today.

Adjustable Reels and Auxiliary Tanks

Photo Finishers will be interested to know that we have arranged for distribution of Adjustable Reels for film of the candid and miniature. A supply of these reels will enable you to develop these films with maximum protection to the film, and minimum handling. The reels are made of Bakelite. They are readily adjustable for all the standard small sizes and are priced at only $1.00 each.

The Auxiliary Tanks (it will be well to have one for every reel) are made of vitreous material and at first glance resemble enameled tanks in dark blue finish. These tanks, of sufficient size to receive a reel, will be priced at only 50c each.

Both reels and tanks are promised to us sometime in January, and we suggest that you place your order for at least one set, after which you will want a number of them.

Auto-Positive Film Developer

[illegible] prepared for use with Eastman Safety Auto-Positive Commercial Film. It will be furnished in quantities sufficient to prepare one gallon at price of [illegible]

Kodalith Thin Base Negative Paper

Among Graphic Arts' Products available is Kodalith Thin Base Negative Paper labelled Kind No. 923 Paper. Some users use the more recent designation of the paper, but others continue to ask for Kodalith Thin Base Negative Paper.

It has been decided to again designate this product by the more commonly used name and the correct designation will be Kodalith Thin Base Negative Paper. It will be furnished only in orthochromatic sensitivity.

Leadership Continues

WORD has reached us that officials of the Folmer Graflex Corporation are again inviting the attention of camera hobbyists to an analysis of the pictorial contents of the U. S. Camera Annual for 1939.

This analysis, which in effect, is a recapitulation of the cameras used in taking the pictures selected for this year's U. S. Camera, again reveals the ability of Graflex-made cameras to win recognition for their owners. The number of Graflex-made selections in both black-and-white and color classifications is nearly three times more than those made by the next camera on the list.

A complete study of the cameras used by contributors to this photographic year-book shows that more than one-third of all the pictures which provide data concerning the camera used, were taken with Graflex and Speed Graphic American-made Cameras. In fact, these popular cameras took almost as many of the selected pictures as the next four cameras put together.

PROBUS

Lends itself splendidly to the home production of wooden trays, sinks and similar receptacles used in photographic workrooms. Applied to wood, fibre or similar composition, it renders the materials proof against water, acid, alkali and rust. Used as a paint for shelves and floors, it means a clean, dry darkroom. Half pint trial tin, 45 cents.

RETOUCHING

Careful Attention Each Order

Trial Negative Free

MRS. F. R. BOURLIER

6200 MERRIEWOOD DRIVE

OAKLAND CALIF.

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Description and illustration of any article gladly sent on request.

HANCE GROUND GLASS SUBSTITUTE

A standard item for many years.

Bargain Price, per bottle.....**38¢**

Cirkut or **Medley Print Frame** with Plate Glass. 8x30 inches.

Bargain Price **$6.50**

Horseshoe Wringer with 16-inch rollers.

Bargain Price **$12.75**

5x7 Eastman Auto-Focus Enlarger with easel.....**$125.00**

1 Pair 12" Condensers, in metal round mount,
Excellent condition **$35.00**

Model A Argus Camera.....**$9.50**

16x20x6 Sterling Tank. Condition like new. Suggested for Hypo bath.

Bargain Price **$8.50**

8x10 Century Universal Camera. Fibre case and film holder.....**$58.50**
List $98.00

5x7 View Camera, EK, holder and case **$23.50**

CONVERTED BEATTIE FLOODLIGHT

A Beattie Arc Lamp has been converted by the addition of mogul sockets and #4 Photoflood lamps so that it offers an attractive appearing, efficient, high-power lighting unit at moderate price. Diffusion curtain is included. Here is an excellent camera room lamp at popular price.

Bargain Price **$59.50**

Johnson Ventlite Junior Reflector and Adjustable Stand.

Bargain Price **$10.50**

2 Victor Flash Bags, complete with stands and cases. Can be used as individual bags or in series.

Bargain Price **$28.00**

5 pound can **Resublimed Pyro** of standard brand.

Bargain Price **$9.98**

Stoneware Tank for 5x7 or 8x10 negatives. Measures 7½x10½x10½.

Bargain Price **$4.75**

6½x8½ View Camera, long bellows; good for copying only. With three holders **$12.50**

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Description and illustration of any article gladly sent on request.

3¼x5½ Graflex with 5x7 B & L Tessar, 1C, adapter, case and holder.

Bargain Price **$35.00**

Duplex Jr. Twin Arc Lamp with case and stand. A good lamp for Home Portrait or Commercial use, or proofing.

Bargain Price **$10.00**

Brunner Print Straightener with 12-inch belt and capacity of 8x10 prints. Motor operated. Condition Excellent.

Bargain Price **$54.50**

Folmer Compact Standard for commercial or home portrait use.

Bargain Price **$17.50**

Elwood Miniature Enlarger for negatives 2¼x3¼ and smaller.

Bargain Price **$19.50**

Combination Tripod suitable for 8x10 cameras. Can be extended to 54 inches and has 8¾-inch top.

Bargain Price **$8.50**

Maximer 9x12 c/m Camera with F 4.5 Tessar Lens, Focusing Panel, Film Pack Adapter, and three holders. Case included.

Bargain Price **$57.50**

6½x8½ View Camera with 24-inch bellows. Suggested only for copying. Three holders included in

Bargain Price **$12.50**

1 Pako Globe Washer, complete with motor; excellent condition. This is the smaller of the two Pako Motor-Driven Washers.

Bargain Price **$47.50**

Ansco Universal Home Portrait Stand, ideal for commercial home portraits or light studio use.

Bargain Price **$12.50**

Beattie Hollywood Hi-Lite Twin Arc on portable stand with castors. Requires no special wiring.

Bargain Price **$35.00**

8x10 Century Universal Camera with fibre case and filmholder.

Bargain Price **$58.50**

5x7 Eastman View Camera with one holder and case.

Bargain Price **$23.50**

UNUSUAL BARGAIN
Korona Panoram Camera

We offer a 5x12 Korona Panoram Camera with case and film holder in excellent condition. Cannot be told from new stock.

Camera . . . $40.00
Case 5.50
Film Holders, ea. 4.50

We have but one outfit to offer at this price. Place your order before someone else grabs it!

An ideal camera for school group use.

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Pako Liberty Model Belt Dryer for Matt Prints and Fotostats. Thoroughly reconditioned. Electric heated model.

Bargain Price $125.00

3¼x4¼ R. B. Auto Graflex with case and adapter. No lens.

Bargain Price $65.00

4x5 R. B. Series B Graflex with Kodak Anastigmat F4.5 lens, film holder and magazine.

Bargain Price $87.50

STONEWARE TANKS

The few 42-inch Stoneware Tanks on hand are offered at bargain prices in order to make room for other stock. These are new tanks in their original crate and are the kind we have used in our own Finishing Department for the past 16 years without replacement or special attention. The bargain prices include a substantial reduction from the original.

	Inside Measurements			*Bargain Price*
	Length	*Width*	*Depth*	*Each*
2—18 gal.	10½ in.	9½ in.	42 in.	$21.00
5—24 gal.	14 in.	9½ in.	42 in.	27.00

A year to pay.

3¼x4¼ Graflex, Series C, with 6½-inch Cooke F2.5 lens and case and Focus Panel.

Bargain Price $145.00

4x5 Graflex B with F4.5 B. & L. Tessar, 6 Plate Holders and Case..... **$57.50**

Korona #2 Stand, shopworn, **$13.50**

Elwood 16x20 Masking Easel for Enlarging. In condition like new.

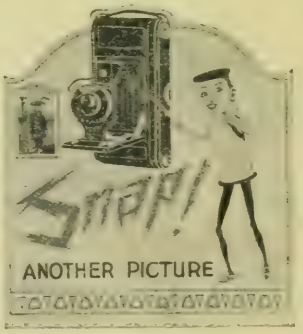
Bargain Price $20.00

Cage only for Kodak Print Washer. Is in good condition.

Bargain Price $13.50

4x5 R. B. Series B Graflex with film pack adapter. No lens.

Bargain Price $47.50



Window Display Cards as shown in the illustration. Printed in 3 colors. Size, 27x29 inches.

Bargain Price ..... $ .49 each

Halldorson 4-Unit Studio Lamp and Stand. No. 4 flood lamps are suggested, or you can use 15 hundred-watt Mazda lamps.

Bargain Price $98.50

8x10 Copying and Enlarging and Reducing Camera with 60" bellows on special stand, making it quite similar to the Crown Copying Camera.

Bargain Price $75.00

A NEW FILM

EASTMAN SUPER ORTHO PRESS

THREE times the speed of Ortho Press, Eastman Super Ortho Press Film has fine grain, exceptional gradation quality, develops rapidly, is physically hardened, and can be inspected during development. It is ideal for football and similar outdoor sports, and it has the quality that especially fits it for Photoflash shots and many forms of studio work. Eastman Kodak Co., Rochester, N. Y.

EASTMAN

SUPER ORTHO PRESS

FOR BETTER COMMERCIAL OR NEWS PICTURES



COMPLETELY COLOR-CORRECTED

EKTAR *f*.6.3

THE finest color-corrected commercial lens ever produced, Eastman Anastigmat Ektar *f*.6.3, 14-inch, is now available to commercial photographers. It gives complete longitudinal and lateral color correction—three color images each critically sharp and of identical size.

Its 14-inch focal length gives ample coverage for full use of swings on 8 x 10 cameras. The Ektar *f*.6.3 has a beautifully finished aluminum barrel, "click" stops, front and back lens caps, and a sturdy, plush-lined wooden case. Eastman Anastigmat Ektar *f*.6.3 sets a new standard of quality at a new low price—$175.00, at your dealer's.

EASTMAN KODAK COMPANY, Rochester, N. Y.

THE

FOCUS

Published Monthly in the Interests of Professional Photography

VOL. XV JANUARY, 1939 NO. 1



OVERHEAD INDIRECT FLOOD VENTLITE

(See Page 9)

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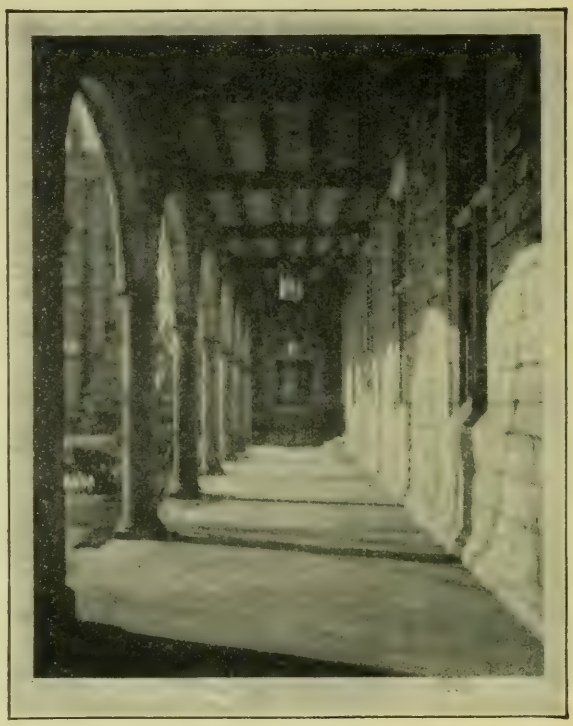
HIRSCH & KAYE

SAN FRANCISCO

Defender

FILM

14 Varieties
for
Negative-making
in
Black and White
or
Color Separation



Defender
X-F Pan
(Exposure
1 min.)

"MORNING SUN IN THE ARCHES"
(A Pinhole Photograph) S. J. REED, Ann Arbor

"ORTHOS"
Portrait ★ *Portrait HGS* ★ *Pentagon*
X-F Orthochromatic
X-F Ortho Press

"PANS"
Panchromatic Process ★ *X-F Pan Press*
Fine Grain Panchromatic
X-F Panchromatic

NON-COLOR
Commercial ★ *Process*

COLOR SEPARATION
Dupac ★ *Tri-Pac*
Tri-Color Film Combination

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Service Dept. (Rochester)

IF YOU are looking for ways to improve quality, it will pay you to find out what Defender Film can do for you.

Defender Film is dependable, uniform; there is no trickiness whatever. You soon discover it is paying rich dividends on the skill and experience you bring to your negative making.

And beyond—because the brilliant *print quality* of the Defender Film negative is the final, clinching argument for Defender Film.

DEFENDER
PHOTO SUPPLY
COMPANY, INC.
Rochester, N. Y.

THE FOCUS

Prepared and Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE
239 Grant Avenue, San Francisco
The Largest Independently Owned Photo Supply House in the West

VOL. XV JANUARY, 1930 NO. 1

"I Believe in America"

In a topsy-turvy world where dictators glare at us from the pages of magazines and shout at us over the radio:

In a world sick with isms and propaganda from pink to scarlet,

I, a plain citizen of these United States, wish to reaffirm my faith in democracy:

I believe in America!

America, where a humble immigrant boy from Scotland could become the Steel Master;

America, where a plain mechanic could become an Industrial Giant;

America, where a telegraph operator could become the Genius Who Lighted the World;

America, where a lanky, homely lad, born in a log cabin, could become the Leader of a Free People;

I believe in America!

America, where a man need defer to no tyrants, be servile to none, and can look the world courageously in the eye;

America, where a man can stand on a soap box and say his say without facing a firing squad at dawn;

America, where we can laugh out loud at our leaders without being led away to a prison cell;

America, where we can sleep in peace without fear of awaking to the cannon roar and marching feet of an invading army;

America, where a man can freely worship the God of his fathers or find God in his own way amid the singing streams and whispering trees of the great outdoors.

I believe in America!

America, where our purchasing power is greater than that of the five hundred million people in Europe and larger than that of more than a billion Asiatics;

America, where bluebloods and bootblacks, business executives and bums have the same privileges;

America, where mechanical slaves help with the work at the press of a button;

America, where citizens from playboys to plowboys own automobiles;

America, where the average man is richer and happier than anywhere else on the globe.

—*Selected.*



The Trends of Today...

You get the real measure of the value of *Gross* Mountings only when they go to work for you. And then you get a demonstration of their value in increased business and prestige which you establish through the presentation of your product to the public in the most attractive possible garb. *Gross* Mountings are made in every type to meet every requirement. They are thoughtfully originated and designed to meet the trends of today. Write for new illustrated circular describing them.

THE GROSS PHOTO SUPPLY CO.

MANUFACTURERS TOLEDO, OHIO

Canadian Agents: W. E. Booth Company, Limited, Toronto, and Montreal

Barre Auxiliary Reels

THE Barre Auxiliary Reel is a Bakelite Reel of adjustable width. There is a fast portion and a movable portion. A spring button built into the movable portion engages various grooves according to the width of film to be loaded into the reel. Loading is extremely simple. You merely push the film into the openings of the spiral and continue to feed film into the reel until the entire roll is contained within the spiral grooves. Adjustment from one width to another is instantaneous.

Many amateur photographers and photo finishers will want a supply of reels so as to speed up the development of their film. With these reels you can develop as many rolls of film at one time as you have reels.

Price [illegible]

Barre Auxiliary Reel Tanks

These tanks are approximately [illegible] inches in diameter and 4 inches in depth and sufficiently large [illegible] to contain one auxiliary reel. It will be recognized that the reels and tanks were prepared as companion accessories. Tanks are finished in dark blue color and their vitreous construction readily permits them to be cleaned. No covers are provided, as the reels and tanks are intended as auxiliary and additional equipment to regular tanks like the Champion.

Barre Auxiliary Tanks....50c each

We Help

As a matter of conversation, we mention that we have again renewed our membership in the Photographers' Association of America, convinced that this is one more of the many ways in which we help our customers.

1939 Expected to Be a Record Photographic Year

ACCORDING to the tax figures on camera sales (10% excise) there were more than twice as many cameras sold in 1938 as there were in 1936. Naturally, this increased use of cameras was reflected in the big sales gains made by films, paper, lenses, filters, enlargers and other essentials. Yes, 1938 has been a great year for photography. But—and hold your hats—authoritative forecasts for the New Year predict that photography will go forward to newer, more profitable heights.

National magazines in all fields are recognizing photography as an editorial necessity. Newspapers all over the country are running columns on photography. Yes, and even radio is beginning to realize the lure of camera programs. This, according to experts, is going to increase still further the public interest in taking pictures. More cameras will be sold in 1939!

Also important is the fact that interest in color photography is growing by leaps and bounds. Last month, for instance, Popular Photography ran lengthy articles on Kodachrome, Chromatone and Dufaycolor. Thousands of inquiries resulted. Color movies, too, are growing in popularity. This trend for color will, according to most authorities, increase the sale of quality cameras, lenses and other equipment.

So, chin up high, chest out far. The New Year is going to be a Happy and Prosperous one for you!

The year 1939 marks the 100th anniversary of the discovery of photography. To commemorate this event the Saturday Evening Post reproduced twelve long-forgotten ferrotypes, all made by Matthew B. Brady, America's first distinctive and creative photographer. An appropriate story accompanied the article.

Deep Tank Heater

THIS is the time of the year when it is most important that the temperature of your developing solutions be regulated to conform to standard practice. Chances are, your developing solution is colder than you realize and colder than required for the formula you are using. In addition to a convenient form of heater we offer for use in small cut film tanks and trays, we can now offer a very dependable emersion heater for deep roll film tanks.

The Deep Tank Heater is so designed that when suspended inside your tank it is emersed to a depth of 41¼ inches sufficiently low to insure warming the solution from the bottom as should be. The heating element is actually contained in the lower 15 inches of the rod. A 750 watt heating unit is sealed within the tube and is controlled by a Thermostat to maintain a maximum solution temperature of approximately 68 degrees. A control knob at the top of the rod permits sufficient manual control to maintain temperature under specific conditions.

In actual test in a 50-gallon tank we found that the temperature of the solution midway in the tank was raised two degrees every ten minutes until a maximum of 71 degrees had been attained. This maximum was obtained by setting the manual control knob to maximum heat, and after the heater had been emersed for some time, the mechanism is entirely sealed and is not affected by chemical solutions. Anyone who has made the investment in a set of tanks and hopes to produce good results will need a Deep Tank Heater, such as we can now promptly furnish at price of $21.00.

←⁂→

The funeral of Dialmo (Jack) Barboni was held in Berkeley, January 26. Mr. Barboni died suddenly at his ranch near Napa where he had gone for the week end. He was born in Italy 33 years ago and came to this country at the age of 7. Associated with his brother, Albert Barboni, he conducted the Barboni Studios in Oakland and San Francisco.

Weston Meters and Kodachrome

PHOTOGRAPHERS are interested in color and contemplate the use of recently announced professional Kodachrome Type B will be interested to know that under artificial light the film is used with Weston Speed of six. Professional cut Kodachrome can be used in daylight with Weston Speed of five.

←⁂→

Odd Projector Bulbs and Kodachrome

There are several reasons why a roll of color film may appear blurred or out of focus when projected on a screen. One cause which might otherwise be overlooked may be the lamp in the projector. Projector lamps are high intensity lamps and are subject to considerable heat. For this reason projector lamps have a tendency to blacken with use. This will affect screen images in two ways. The brilliancy of the pictures will be diminished and in the case of Kodachrome coloring will be off the true standard.

←⁂→

Ultra Fine Grain Developer

An improved Ultra Fine Grain Developer for general use with roll film and film packs as well as film and plates is announced. The new developer is designated DK-20 and will produce negatives for very fine grain with a minimum emulsion speed loss.

DK-20

1 pt.	$ .35
1 qt.	.50
1 gal.	1.00
10 gal.	4.35
24 gal.	15.00
38 gal.	17.50

DK-20-R REPLENISHER

1 gal.	1.00
5 gal.	4.00

Petite Magnifiers

THE Petite Magnifier resembles the traditional retouching glass with black handle. The lens is 2 inches in diameter with 5¾-inch focus. This glass has been produced in order that we may furnish an inexpensive retouching and magnifying glass.

The Petite Magnifier will find a ready welcome at your retouching desk, at your copying camera, the enlarger or any place where precision is attempted. We were able to obtain but a limited number and predict the supply will be exhausted shortly after this issue of the FOCUS has generally been read.

Petite Magnifiers 65c

←⁂→

Champion Tank

CHAMPION Roll Film Tanks offer every facility one would expect to find in a dependable tank. The film is loaded into a Bakelite Spiral Reel. The width of the reel is instantly adjusted to any standard film width with 35 mm. to 116 size or 2½-inch width. A slight turn of the movable part disengages the lock, and when the desired width has been obtained a slight turn back to the original direction locks the reel into position.

The tank is provided with a lightproof pouring outlet and is equipped with a cover as part of the tank. A practical agitator is furnished. This permits revolving the reel after the film is placed in the developer, insuring absence of bubbles. The entire outfit is made of neatly finished black Bakelite and is practically unbreakable. You may pay more for a tank, but will receive no more for your money.

Champion Tanks will especially appeal to the Argus and inexpensive camera group, to whom the cost of tanks heretofore has been a serious factor. Now everybody can own a tank. Hirsch & Kaye are exclusive West Coast distributors of Champion Tanks.

Champion Roll Film Tanks.....$3.95

←⁂→

The Making of Fine Lenses

Lens Mounting

FOLLOWING lens polishing comes another important operation—lens mounting. Regardless of how fine a lens is optically, final results in use depend on how well that fine optical quality is utilized.

Mountings themselves are turned out in volume on automatic screw machines. But, since this method alone cannot give the exactness and precision demanded by Wollensak standards, another operation is added. Each mount is individually turned on bench lathes and true-running chucks to assure exact concentricity and good finish. This extra work adds to cost. But it also adds quality.

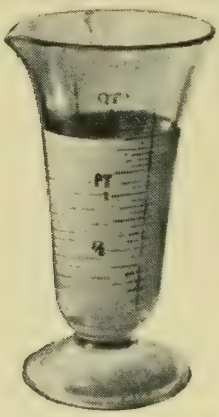
Still, the most important consideration is how the lens fits in the mount! Precision here is absolutely essential. Velostigmat lenses are individually seated in each mount by expert workmen with years of experience. They see that the lens fits into the mount perfectly. There can be no "play" in the fit if results are to be 100 per cent satisfactory.

Also, lens barrels and lens shutters are equally precise. The front element is absolutely concentric with the rear element—assuring the ultimate in photographic objectives.

All of these operations add to the cost, of course. But they are essential to real quality. Lenses made without such care are likely to give poor side definition, fuzziness and cause loss of sharpness throughout. Wollensak lenses, on the other hand, give clear, sharp, rich detail—to the very edge.

You'd Never Know . . . . . .

THERE'S SULFITE IN IT . . . . . .



crystal clear . . .

PERFECTLY DISSOLVED . . . . . .

solutions are the sign of pure chemicals. Mallinckrodt Sodium Sulfite Anhydrous Photo is a clean, free-running product, quickly soluble into crystal-clear solutions. The high assay of Mallinckrodt Sodium Sulfite is unusual for this type of chemical. The low alkalinity makes the product particularly suitable for fine grain developing formulas. This product is typical of the entire line of Mallinckrodt photo purified chemicals. Always specify Mallinckrodt for photographic chemicals.

ENTERING OUR 72nd YEAR IN BUSINESS . . . . . .

Mallinckrodt

CHEMICAL WORKS

SECOND AND MALLINCKRODT STREETS, SAINT LOUIS, MISSOURI

70-74 GOLD ST., NEW YORK, N. Y.

CHICAGO PHILADELPHIA TORONTO MONTREAL

Overhead Indirect Flood Ventlites

(See Page 1)

DISCRIMINATING and alert photographers have long felt the need for more extensive flood lighting than is obtainable with any of the present-day conventional type of so-called floodlight mediums.

With full appreciation of this very definite need, the Johnson Ventlite Company has designed and perfected suitable reflector equipment to meet this requirement.

This has been accomplished by trough-like reflector sections attached to the ceiling. Enough of these are bolted together to nearly reach across the entire operating room, producing a diffused continuous broad floodlight that illuminates the entire operating end of the studio, so that all that is required to complete most any type of lighting on single figures and average set-ups, is the use of a modeling light, like the Studio Modeling Ventlite, with perhaps the addition of a spot-light for some occasional special effect.

The Overhead Indirect Flood Ventlite System handles large groups and set-ups with ease and simplicity. A Quad Ventlite Skilite Cabinet, together with the Studio Modeling Ventlite, completes the necessary modeling and highlighting equipment.

The Overhead Indirect Flood Ventlite units consist of scientifically designed, Precision Angle Reflectors, 14½ inches deep, 30 inches high and 36 inches long, equipped with our patented telescopic socket housings, that enable the proper location of any pear-shaped photographic globe; and a deflector that intercepts all the direct rays, returning them to the main reflector, where they are re-reflected, making the entire light output—Indirect Reflected Light.

The reflector edges are so shaped as to facilitate attaching tracing cloth or other diffusing material over the entire light opening. This is particularly desirable in portraiture.

Three or more of these sections are readily bolted together by means of angle flanges at ends of each section.

The two end sections are provided with adjustable hangers to accommodate ordinary ceiling heights, and are supported at the center of gravity and held in position by friction swivels, thereby enabling tilting of the entire assembly to the desired angle after installation. In most instances these hangers are attached directly to the ceiling at 12 feet from sitter's position, allowing enough distance from sitter to group background to pose the largest group contemplated.

These hangers can be attached to trolleys traveling in two overhead tracks running lengthwise of studio, allowing for forward and backward movement. Or the overhead can be furnished with crossbar and made to swivel in center of assembly, where it is attached to a single trolley that travels crosswise in studio on a sub-track, that in turn has trolleys that travel in two main tracks as mentioned in preceding paragraph. This method permits the assembly to be positioned in any way and moved to any position in the studio.

The ideal height is 10 feet from the floor to the center of the reflector, but satisfactory results are obtained as low as 7½ feet from floor to center of reflectors.

The number of sections required for a given studio width is obtained by dividing the studio width in feet by four and the result is the required number of sections needed for greatest efficiency.

Studios of less than 10 feet width can get along with two sections. Studios of 10 to 12 feet wide should have

(Continued on Page 11)

Gevaluxe
Velours

THIS new, *patented* paper is so totally different from any other that it beggars description. To appreciate its revolutionary character, you must inspect an actual print, and see for yourself the extraordinarily stereoscopic effect which Gevaluxe lends to a picture. Prints may be seen at Hirsch & Kaye's, San Francisco.

The Gevaert Company of America, Inc.
6368-70 Santa Monica Boulevard
Los Angeles
New York—Chicago—Toronto

Hirsch & Kaye carry all Gevaert Products

Overhead Indirect Flood Ventlites

(Continued from Page 9)

3 sections. 16 ft. wide studios should have 4 sections, etc.

Overhead Indirect Flood Ventlites are made of pure aluminum, etched, for maximum diffused light output and designed for even light distribution over the entire working area, and are equally desirable in portrait and commercial studios.

Each section has one telescopic socket housing with 6 feet of No. 14 extra flexible cord, deflector and flanged ends for bolting together.

End sections are closed at outer ends and have friction swivel hangers and ceiling brackets, adjustable for ordinary ceiling heights.

Two-section assembly (two end sections), $87.

Three-section assembly (two end sections and one center section), $125.

Four-section assembly (two end sections and two center sections), $163.

Additional center sections, $38.

Weights: 2 sections, 34 lbs.; 3 sections, 47 lbs.; 4 sections, 60 lbs., etc.

Lighting Large Groups

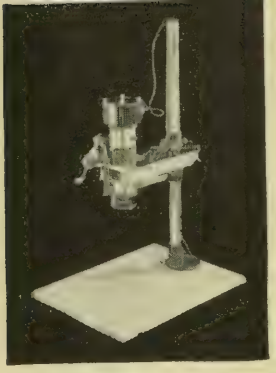
THE question on how to properly light the difficult end of a large group, secure even illumination, proper modeling and high-lighting, and avoid flattening of light has so often been asked that we offer the following suggestions on same:

In the photographing of large groups, it is customary to place the main source of light at approximately 45 degrees in relation to the group. If this major light is a bank of diffused incandescent globes, a diffused arc lamp, or a bank of mercury tubes, it is comparatively easy to get good lighting on the two-thirds of group nearest the light, but as diffused light is largely non-directional, it is impossible to get the same lighting on the far end of the group by this method alone. If we place an auxiliary light near the camera, we can increase the illumination on the far end, but, in doing so we flatten the lighting on the subjects nearest the major light. If we place an auxiliary light on the opposite side of the camera we not only flatten the lighting on those in the center of group, but we get left side high-lights on one end of the group and right side high-lights on the other end.

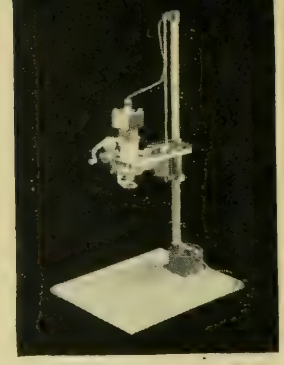
Obviously, what we need is to be able to direct sufficient additional light to the far end of the group from approximately the same position as the major light without affecting the near end of the group that has previously been properly illuminated. In order to do this it is necessary to have a highly directional light that has a fairly high center of intensity, which falls off evenly to the edges (a directional diffused light, that is diffused in itself) without the use of diffusing material, as any diffusing material placed in front of a light will largely destroy the directional feature wanted.

Presuming our major light consists of a bank of 4-1000 watt globes, backed up with efficient reflectors and mounted in a cabinet that is tiltable to any angle, that has ample up and down adjustment. Place this light at approximately 45 degrees to the group and adjust it carefully, so that as much as possible of the group nearest this light is properly lighted, and then place right alongside this cabinet on side nearest camera and at same height or a trifle higher, a Studio Modeling Ventlite with a 1000 watt or a 1500

(Continued on Page 23)



Omega Enlargers



Model B

NEGATIVE SIZE—24x36 mm. to 6x6 cm. Intermediate size negative holders on order.

NEGATIVE HOLDER—The original Simmon dust-proof negative holder, consisting of two machined metal plates with accurate cut-outs for picture area of negatives. Film held absolutely flat in focal plane.

ILLUMINATING SYSTEM — Special standard voltage, normal wattage, projection bulb with concentrated filament for optically correct operation of high quality double condenser system. High optical efficiency permits short, cool exposures on slower enlarging papers.

ENLARGEMENT RATIO—Varies with focal length of lens used. 9 times linear on baseboard with 3″ lens—16 times with 2″ focal length.

BASEBOARD—Thoroughly seasoned laminated hardwood, 7/8″ thick, 18″ wide and 24″ deep.

Fabric Cover—Prevents dust from settling on enlarger head when not in use. Free of Charge.

Simmon Omega Enlarger, complete but without lens	70.00
Fitted with 2″ or 3″ Simmon Enlarging Anastigmat F/3.5	95.00
Fitted with 2″ or 3″ Simmon Enlarging Anastigmat F/4.5	90.00
Fitted with 2″ or 3″ Dallmeyer Enlarging Anastigmat F/4.5	$105.00
Own 3″ lenses in standard barrel mount fitted free of charge, if flange is supplied.	
Fitting charge for standard mount 3″ lenses, if we have to supply flange	2.50
2″ lenses in barrel mount, Fitting charge (includes extra short focus condenser)	5.00

Model A

NEGATIVE SIZE—24x36 mm. (double frame 35 mm. film).

NEGATIVE CARRIER—Dust-proof design especially built for handling strip film. Negatives are inserted without removing holder from enlarger and can be shifted from frame to frame without raising lamphouse.

ILLUMINATING SYSTEM—Special low voltage (6-8 volt) cool running projection bulb with concentrated filament for efficient operation of high quality double condenser system. *Unusually* high optical efficiency permits short exposures on slower enlarging papers.

ENLARGEMENT RATIO—16 times linear on baseboard—much larger on floor.

BASEBOARD—Thoroughly seasoned laminated hardwood 7/8″ thick, 16″ wide, and 20″ deep. The Model A Omega may be swung to project images on floor *without weighting or clamping* baseboard to work table.

Fabric Cover—Prevents dust from settling on enlarger head when not in use. Free of Charge.

Model A Omega with detachable lens board, no lens	$ 53.00
Model A Omega with 2″ f:4.5 Simmon Enlarging Anastigmat	68.00
Model A Omega with 2″ f:3.5 Simmon Enlarging Anastigmat	73.00
Model A Omega with 2″ f:4.5 Dallmeyer Enlarging Anastigmat	83.00
Adapter for Leica Lenses	2.50
For Contax	5.00
For Kine Exakta	7.50

Leica mount (including one extra short focus condenser)	7.50
Contax mount (including one extra short focus condenser)	10.00
Fitting charge for National Graflex lens	5.00
Fitting charge for Exakta lens	2.50

KODAK SUPER-XX

NEW HIGH-SPEED FILM

Now Available for Popular-size Roll-Film and Film Pack Cameras

FOUR times as fast as ordinary films, and heretofore available only for miniature cameras, Kodak Super-XX Film is now obtainable in all the popular roll-film sizes and in film packs, the Eastman Kodak Company announces from Rochester, New York.

So sensitive is this remarkable new film that an inexpensive box camera, loaded with it, is about equivalent in speed to a camera with f.6.3 lens when loaded with ordinary film. Similarly, the f.6.3 camera, loaded with Super-XX, has a speed which approximates that of a camera equipped with f.3.5 lens when ordinary film is used.

This speed advance means that inexpensive cameras can now obtain excellent pictures under adverse light conditions, and cameras with moderately rapid anastigmat lenses can take snapshots under conditions that heretofore have demanded high-speed lenses. Photoflood snapshots at night, and outdoor snapshots on bad days with inexpensive cameras, will show marked gain in quality.

Intended for the shortest possible exposures and for use under adverse lighting conditions, Kodak Super-XX Film is especially adapted for picture-taking by artificial light. Almost any camera loaded with it can take indoor snapshots by the light of only two Photofloods—one No. 2 and a small-sized No. 1—placed as specified in the Kodak Snapshots-at-Night instruction folder.

While Kodak Super-XX Film is four times as fast as ordinary film, it is fine in grain, and will yield excellent enlargements. It is twice as fast as Kodak Super Sensitive Panchromatic Film, but the grain is no larger. In addition, Kodak Super-XX is fully panchromatic, made with a nonhalation backing, and yields prints that are beautifully balanced black-and-white renditions of colored subjects.

A New Eastman Service

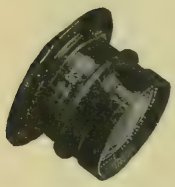
Four 5″ x 7″ test-exposure plates included without charge in each package of the following Eastman Plates, 18″ x 22″ and larger:

Wratten Panchromatic Plates
Wratten C.T.C. Panchromatic Plates
Wratten Process Panchromatic Plates
Kodalith Orthochromatic Plates
Eastman Contrast Process Plates
Eastman Infra-Red Process Plates

These test plates are coated with the same emulsion as the large plates in the same package. Hence accurate test exposures can be made to predetermine the lighting, the exposure time, and other factors which might affect the quality of the negative. Thus the necessity for any experimenting with the large plates is eliminated, and higher negative quality will effect further economics in subsequent production steps.

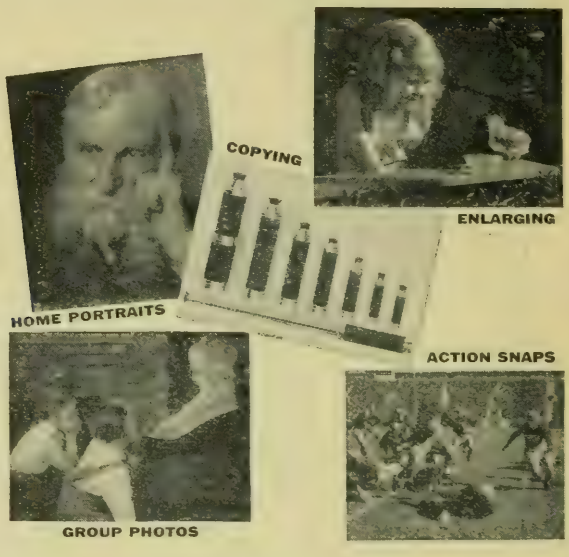
There is no extra charge for this new Eastman service.

A COMPLETE SET OF LENSES



—ALL IN ONE

WOLLENSAK VELOSTIGMAT SERIES II f4.5



With the Wollensak Velostigmat Series II *f*4.5 your one camera virtually becomes five separate instruments.

Compactness and true perspective for home portraiture. Flat field for group photos. Speed for action snaps. And so fine optically that it is regularly used for copying and enlarging.

***FOR portraits - groups - children's photos commercial work - architectural - action shots copying - enlarging - landscapes**

If you can afford only one lens, but have a wide variety of photographic interests—you want this Velostigmat. Try it at our risk.

WRITE FOR LITERATURE

WOLLENSAK OPTICAL CO., ROCHESTER, NEW YORK

WOLLENSAK



LIFE Bought It . . . GRAFLEX Made It!

To capture perfect, fleeting expression like this requires quick thinking and a camera that gets exactly what you see—instantly!



That's why H. Armstrong Roberts used a 4 x 5 R.B. Series D Graflex to make this picture. So outstanding is it that Life used it for the cover of its November 22 issue. Get *your* Graflex now!

FREE! Send today for our free illustrated catalog of Graflex and Speed Graphic American-made, Prize-Winning Cameras and Accessories. Paste coupon below—or write your request—on penny post card, if you wish. Folmer Graflex Corporation, Dept. L-28, Rochester, N. Y.



FOLMER GRAFLEX CORPORATION
DEPT. L-28, ROCHESTER, N. Y., U. S. A.
Please send me your illustrated catalog describing Graflex and Speed Graphic American-made Cameras and Accessories.

NAME _____

ADDRESS _____

GRAFLEX
PRIZE-WINNING CAMERAS

Planting Time

SAY what we will about systems, laws and the formulæ of government as agencies for remodeling this civilization, righting wrongs and preserving the commonwealth . . . the circle of experiment eventually brings us back to the conviction that the long-term solution of our problems is in *men of quality*.

If doctrine only were needed, if a pattern for paradise alone were imperative, we could go back into the dusty files of the library and find several of them at least in every known language and in a fair state of preservation.

As a footnote to one of these first class plans there is the following text from the Orient: "*If you want to plan for a year, plant grain. If you want to plan for a decade, plant trees. If you want to plan for a century, plant men.*"

←❖→

Snow Thrills

This being the time of winter sports we thought we should mention that an interesting film on winter sports is available to owners of 8 or 16mm projectors. This film is one that will hold the attention of any audience.

"SNOW THRILLS"

16mm SIZE

Headline 100 Feet	Complete 360 Feet	Sound 350 Feet
$3.50	**$8.75**	**$17.50**

8mm SIZE

Headline 50 Feet	Complete 180 Feet
$1.75	**$5.50**

Care of Stainless Steel Equipment

The increased use of Stainless Steel Trays, Tanks and Racks prompts us to caution users about reasonable maintenance care. If you wish to preserve the clean original finish, brush the steel with soapy water after it has been used. The parts should then be rinsed in hot water and thoroughly dried.

←❖→

Maurice Kach of Grass Valley, recently returned from Southern California for a brief visit with friends. He tells us of an interesting afternoon at the Santa Anita track, where his pony came in first.

Sussman Mounts wi

We have them in stock



VENTNOR FOLDER

White and India Rag Stocks—Deckled Edges
—Slip-in Style

This style, pleasingly soft in appearance, should harmonize well with any style of portraiture. The insert has a faint tint and an embossed line effect in platinum ink.

Print Size	*Outside Size*	*Price per 100*
4 x 6	6½x 9¼	**$ 8.00**
5 x 7	7¼x11	**10.00**
6½x 8½	9¼x12½	**13.50**
8 x10	10½x14	**15.00**
10 x 8 Group	13 x11⅝	**15.50**

Sample on receipt of 15 cents

"Sussman Mounts Are Paramount"



STAFFO

OLIVER EA

Coated Cover—Rag St
Underlay—Slip-in S

Inspired by the beauty of
priately shaped to secure t
in the easel style. We offe
The Oliver is offered witho
down and make it a best b
deckled to maintain the ap

STAFFOR

Print Size	*Outs*
4 x 6	6½
5 x 7	7½
7 x 5 Group	8⅞
6½x 8½	
8½x 6½ Gp.	11½
8 x10	10
10 x 8 Group	12½

HIRSCH

Distr

l Aid Portrait Sales

• Order them direct



) EASEL

—2-PIECE
Insert—Deckled Edge
—Buff and White

Parnell design but appro-
best effect for the portrait
e Stafford in three-piece.
underlay to bring the cost
or school work, the insert
rance as the Stafford.

)-3-PIECE

Size	Price per 100
)	$ 8.50
)1/8	10.00
7/8	10.25
:12	14.50
3/4	14.50
1/2	17.00
	17.00

& KAYE

itors



PARNELL FOLDER

Coated Duplex Stocks—Deckled Edges—Buff and White—Slip-in Style

With the trend in the photographic trade turning to Folders, we have made what we predict will be the style sensation this Fall. The outer cover is coated, and has a most attractive design on it in Platinum Inks; the insert is in either Buff or White Shades, with the inner cover of the folder shaded to match it. The tint on the insert is not only made to give your prints an attractive border but an embossed effect as well.

Print Size	Outside Size	Price per 100
3 x 4	5 x 7	$ 5.50
3 x 5	5 1/2 x 8	6.50
4 x 6	6 1/2 x 9 1/4	8.00
5 x 7	7 1/4 x 10 3/4	9.50
7 x 5 Group	9 1/8 x 8 1/8	10.00
6 1/2 x 8 1/2	9 1/4 x 12 1/2	12.50
8 1/2 x 6 1/2 Gp.	11 1/4 x 9 3/4	12.50
8 x 10	10 1/2 x 14	14.50
10 x 8 Group	13 x 11 1/2	14.50

Sample on receipt of 15 cents

"Sussman Mounts Are Paramount"

Golden Gate International Exposition

AT TEN o'clock on the morning of February 18, 1939, the first of 20,000,000 visitors will come to Treasure Island. They will find a sparkling, new Magic City on this man-made Island centered in one of the world's greatest harbors. The City's streets will be boulevards flanked by flowering trees and gardens. Its buildings will be the exhibit palaces of thirty-five nations, nearly one-half the states, and the major industries of America. Its people will be visitors drawn from all over America and the storied lands of the earth. These throngs will adventure through the Magic City, enjoying the treasures of art and gayety and atmosphere that have been brought here.

California's coastal hills will gaze down at this Treasure Island in the center of San Francisco Bay. The waters of the Pacific Ocean will wash its shores. No World's Fair has ever had a more magnificent setting. No World's Fair has ever revealed so much of glamor from the bizarre countries of the Orient and the Occident.

Japan, Indo-China and the lands of the Orient will be there. Hawaii, the East Indies and the Antipodes will join the South Sea Islands in the Pageant of the Pacific. With them will be the colorful nations of South and Central America, the major countries of Europe and the states of the Union.

They will come more to amuse than to educate, more to enchant than to explain. This World's Fair of the West will be dedicated to the pleasures of leisure and travel along Pacific shores.

Its exhibits will dramatize the pageantry and treasures of the world that excite wanderers everywhere. This will be the Pageant of the Pacific, marching for 288 days in 1939.

~ *Preview* ~

WHERE: THE GOLDEN GATE INTERNATIONAL EXPOSITION—on man-made Treasure Island in the center of San Francisco Bay, linked directly to the City of San Francisco and the metropolitan area of Oakland and East Bay cities by the Bay Bridge.

WHEN: Opens on February 18, 1939, at 10 a.m., to run for 288 days until December 2 of the same year. Exposition buildings to remain open daily from 10 a.m. Gayway open until midnight. General admission: 50 cents. Children under 12—25 cents.

HOW LARGE: In area, 400 acres, spreading more than a mile long, and two-thirds of a mile wide; financially, a total investment of $50,000,000; in scope, representing the nations of the world, with emphasis on countries bordering the Pacific Ocean, and the million square miles of Western America.

ATTENDANCE: Twenty million estimated admissions for the Exposition's 288 days. 6,000,000 Californians live within ten hours' ride of Treasure Island; more than 4,000,000 out-of-state visitors are expected in Exposition year, with 1,500 conventions scheduled for San Francisco Bay area in 1939.

WHO WILL EXHIBIT: FOREIGN: Thirty-five nations—representing all major countries bordering the Pacific Ocean and the continent of Europe.

FEDERAL: The United States Government, with a $1,500,000 Federal Building exhibit, will present a graphic panorama of American history and government.

STATES: Leading the participation of American states as co-host in 1939, California joins its sister states of Western America and the province of British Columbia in the spectacular Hall of Western States. California's $5,000,000 building group provides for the "Golden State's" exhibits.

HIRSCH & KAYE *will send illustrated folders on request.*

Visiting photographers are invited to our office to make themselves known.

Exposure and Grain

TOO much exposure causes too rapid development with resulting coarse grain. The obvious remedy is to keep exposure down to a minimum. *The best exposure for fine grain work is the shortest exposure that produces sufficient shadow detail.* However, a negative that is *too* thin will possess poor printing quality. It is best, when possible, to make two or three negatives of each subject, using different exposures. Then pick the negative that has the finest grain without sacrifice of printing quality. When only one "shot" is possible on a subject, the following Weston ratings will give good results:

Recommended Weston Ratings for 35 mm. Films

	Edwal-12		Edwal-20 & Minicol	
	Day Light	Mazda	Day Light	Mazda
Agfa Ultra Speed	192	120	96	64
Agfa Supreme Du Pont XL Super-XX	128	80	64	40
Plus-X	80	50	40	24
Super-X Agfa Superpan Du Pont Superior	64	40	32	20
E.K. S.S. Pan Finopan	50	32	24	16
Panatomic Panatomic-X	40	24	20	12
Parpan	32	20	16	10

Conversion Table, Weston, Scheiner, Din, H. & D.

Weston	Scheiner	Din	H. & D.	Weston	Scheiner	Din	H. & D.
6	17	10/10	308	40	25	18/10	2100
8	18	11/10	390	50	26	19/10	2700
10	19	12/10	500	64	27	20/10	3500
12	20	13/10	636	80	28	21/10	4400
16	21	14/10	800	96	29	22/10	5600
20	22	15/10	1050	120	30	23/10	7200
24	23	16/10	1300	160	31	24/10	.....
32	24	17/10	1700	192	32	25/10	.....

On close-ups, the meter should be pointed at the darkest part of the subject where detail is desired. Roll films should be rated one step lower than the corresponding 35 mm. emulsion because somewhat greater density is desired on larger negatives.

Daylight ratings are for use in bright sunlight only. Before 9:00 A.M or after 4:00 P.M., or on smoky, cloudy, or hazy days, the Mazda ratings should be used, because films are proportionately more sensitive to blue and violet light than are the exposure meters. Smoke, fog, and haze filter out much of the blue and violet from natural daylight, so that a lower speed rating is necessary.

Edwal Products are sold by HIRSCH & KAYE. *Catalog sent on request.*

1939 Film Assortments

No. 454 KODAK FILM ASSORTMENT

(Ready February 1)

Each No. 454 and 455 dispenser is a complete stock-and-display cabinet. The front of the former is 12½x12½ inches; the latter, 7½x19 inches. The two may be used separately, or together. Screws are supplied with No. 455 for easy, secure joining.

18 Rolls	V127 Kodak Film at 25c	$ 4.50
18 Rolls	V620 Kodak Film at 30c	5.40
18 Rolls	V616 Kodak Film at 35c	6.30
30 Rolls	V120 Kodak Film at 30c	9.00
30 Rolls	V116 Kodak Film at 35c	10.50
4 Rolls	PX828 Kodak Film at 25c	1.00
118 Rolls, with Total Retail Value of		$36.70

Usual film discounts apply.

No. 455 CAMERA-DEPARTMENT ASSORTMENT

(Ready March 1)

Genuine sales ability stands out all over these new counter dispensers—given without charge with Eastman's Nos. 454 and 455 Assortments. The framework of each is substantially constructed of wood, finished in a conservative walnut. Fronts are of heavy transparent sheeting (Eastman-made) to keep the contents clean, and safe from pilferers . . . to reduce shipping weight, and eliminate glass breakage. Lettering in red, yellow, and black.

12 Rolls	V127 Kodak Film at 25c	$ 3.00
12 Rolls	V620 Kodak Film at 30c	3.60
12 Rolls	V616 Kodak Film at 35c	4.20
24 Rolls	V120 Kodak Film at 30c	7.20
24 Rolls	V116 Kodak Film at 35c	8.40
4 Rolls	PX828 Kodak Film at 25c	1.00
4 Rolls	F828 Kodak Film at 20c	.80
1	Kodak Bantam f.8	4.75
1	Six-20 Bull's Eye Camera	3.00
1	Six-20 Brownie Junior	2.35
1	Six-16 Brownie Junior	2.85
1	Bullet Camera (Vest Pocket Size—No. 127)	2.50
Total Retail Value		$43.65

Usual film discounts apply.

No. 453 SNAPSHOTS-AT-NIGHT ASSORTMENT

Contains thirty rolls of the new high-speed Kodak Super-XX Film in popular sizes . . . six Snapshots-at-Night Kits . . . and colorful counter displayer which holds three of the Kits, takes up but 10½x11 inches of counter space.

Snapshots-at-Night Kits each contain two Kodak Handy Reflectors, Model C (15c a pair, retail), one No. 1 (20c retail), and one No. 2 (40c retail) Mazda Photoflood Lamp—for a unit value of 75c. This price does not include the Kodak Super-XX Film which the clerk adds and charges for at the time of sale.

Total retail value of film, lamps, and Kodak Handy Reflectors is $15.30. No charge for 25 Snapshots-at-Night Instruction Leaflets or for the counter displayer.

NEWS ITEMS

Mearle Green, San Mateo photographer, was found dead on the floor of his dark room when his wife returned from her shopping. A hastily written note indicated that Mr. Green had drained a glass of poison, believing it was water. The note further indicated he was unable to reach a telephone. He is survived by Mrs. Green and four children.

* * *

Richard Pierce has changed his location from Sacramento to Napa. He called on us to look over photo finishing appliances.

* * *

J. H. Eastman and wife come down from Susanville after the Holidays to look over our "fair city" and put a new Oldsmobile over the jumps. We tred to sell J. H. our interest in the Bay Bridge and the swans in Golden Gate Park, but he said "no soap."

* * *

"Abe" Hables and mother, likewise came up from King City to do some photographc shopping and drive home a new LaSalle.

* * *

H. A. Staples of Chico, with **Mrs. Staples** and sons **Stanley** and **Boyd,** spent a week in San Francisco after the Christmas rush, just doing nothing —visiting friends, a round of shows, eating places, etc.

* * *

Harold Platt of Redding, and son **Alfred**, were visitors to our store in early January. **Harold** reports a "bang-up" fine season for the year past.

James Roosevelt of Red Bluff, came in to spin a yarn or two with this writer, and to tell of a busy Christmas season. It is a common incident for **Roosevelt** to register at a hotel and be mistaken for the President's son.

When asked for an interview he replies: "Sure, you can have an interview. My picture, too, if you wish. Be sure and mention that I'm a photographer from Red Bluff."

* * *

A. Drankoff of Redding was a first-of-the-year visitor to our store. To his studio equipment he is now adding a 35-mm. sound camera for news reel and industrial purposes.

* * *

We record with poignant sorrow the passing in late December of **James B. Monaco,** dean of San Francisco photographers.

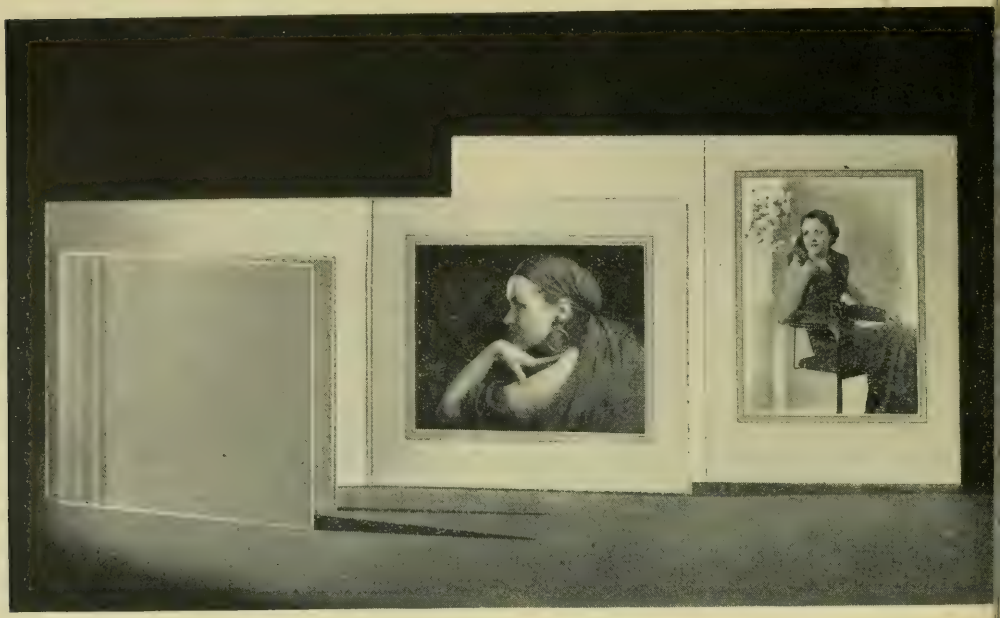
He had recently passed his 82nd birthday. For a half century of this time he was a valued customer of our house and an esteemed friend.

May the memory of his active, colorful, and fruitful life be a comforting consolation to **Dan,** his son.

A Simple Dodger

To reduce the exposure on parts of photographic enlargements, a dodger made by placing a tuft of cotton on a loop at the end of a piece of piano wire will prove handy. The wire loop should be about the size of a pencil's diameter with the amount of cotton varying with the area to be shaded. The dodger intercepts light rays on parts of the picture and allows longer development for needed areas. There are no sharp edges in a dodger of this type to cause shadows.

A SERIES OF FOLDERS
FOR FIRST OF THE YEAR STUDIO WORK



THE EMPRESS

(This is one of them)

Here are a few deservingly popular inslip folder styles . . .

EMPRESS
LEXINGTON
OVERLAND
} For General Studio Work, School and Wedding Portraits

IVANHOE — For your customer who prefers a darker folder.

Have your stockhouse salesman show you these. You can make profitable use of these styles, featuring them on your sales counter.

EASTMAN KODAK COMPANY

[TAPRELL LOOMIS DIVISION] CHICAGO, ILLINOIS

Jerry's Corner



By Himself

I took a girl friend to the East and West Game and she was rooting for the East. There were tears in her eyes when the East lost and I said I was very, very sorry and would kiss away the tears.

But the tears kept on coming so I says can't anything stop them? But, no she says its asthma, but keep up the treatments.

I told her I would like some oldfashioned love. She said all right, I'll take you over to grandma's.

Which reminds me. I'm in the doghouse because I left the billers off my page last month. I had an orchid for the order department and the shipping room, but forgot the ladies who so cheerfully send your bills. Nice people—the billers, and real pals. They would just as soon charge you $9.00 as 90c. Generous with their zeros.

Busy day and night billing and cooing, that is, billing during the day and cooing at night.

Brooks, Nystrom, and Waterman, like the three little maids in the Mikado, wish you lots of good health and prosperity.

Good health so you can stand the shock and prosperity so you can pay the bills.

You know—none of us get all we want and few get what they deserve.

Being a bill collector has some advantages. Nearly everybody invites you to come back again.

Take care of your pennies and the tax collector will take care of your dollars.

High heels were invented by a girl who got tired of being kissed on the forehead.

Bush is mighty happy over his new car, but he's got nothing on me, I put a carburetor in my Jalopy that was guaranteed to save 20% on gas. Then I put in special plugs, guaranteed to save 20%.

Then I put in a super heater on the motor because that would save 20%. Also added a special rear axle that was guaranteed to save 20%.

Then I put on high pressure cords because the man said they would save 20% and now when I take the buggy out I have to stop every 100 miles to drain out the gas so that the tank won't run over.

I hope everybody who reads this is enjoying good health.

Here's looking—atchoo.

—JERRY.

We concentrate on this one business . . .

PHOTO SUPPLIES

You can buy anything you need from one dependable firm.

Try HIRSCH & KAYE *first*

WOLFF'S CARBON PENCILS

These pencils leave a dead black mark without lustre. An ideal medium for spotting black and white prints. In five degrees—H, HH, B, BB and HB. 20 cents each, or $2.00 a dozen. Grade 3B, 35 cents each, $3.75 a dozen.

HIRSCH & KAYE
have them.

STERLING TANK OUTFITS

SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output. Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.
STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



2 SIZES
12, 19 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
COMPACT
DURABLE
EFFICIENT

The best by test.

A. K. DILDILIAN
Complete Negative Alteration Service

339 NORIEGA ST. SAN FRANCISCO
OVERLAND 6820

RETOUCHING

Many Years of Experience

Prompt Return

WALTER BEARDSELL
179 O'FARRELL ST. SAN FRANCISCO

SPECIAL ATTENTION TO MAIL ORDERS

MARGARET A. LIBRA
Expert Retouching and Etching

Prompt Service

651 KEARNY ST., nr. Clay, SAN FRANCISCO
Phone GARFIELD 4621

Putz Pomade

Oldtime photographers will quickly recognize this product as a standard article for many years. It is a smooth working abrasive used for local reduction, and readily finds its place in every workroom. A tin of generous capacity will be sent at price of only 25 cents, sufficient for several hundred applications. Place your order today.

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering.

To equalize our inventory, we offer **Blaisdell Pencils** in various assortments as follows:

Black Photo Spotting Pencils
Light Brown Sepia Spotting Pencils
Dark Brown Sepia Spotting Pencils
Skin Marking Blue Pencils
Laboratory Brown Pencils
Sepia Spotting Pencils

Bargain Price....Three for 25¢

Korona No. 2 Home Portrait Stand. Good mechanical condition.

Bargain Price $13.50

Johnson Home Portrait Ventlite Studio Outfit with stand. Good condition.

Bargain Price $46.50

Ansco 8x10 Professional Printer, Table Model.

Bargain Price $22.50

Maximar 6½x9 c/m Camera with F4.5 Tessar Lens, Film Pack Adapter, and Focusing Panel.

Bargain Price $41.50

24-inch Halldorson Print Washer. This is in good condition, and a special feature in the center of the washer will keep your prints from piling up in the center.

Bargain Price $11.50

4x5 Speed Graphic Camera with KA F4.5 Lens and one Film Holder.

Bargain Price $52.50

Simplex Glossy Print Dryer. Designed for 18x24 chromium tins. This is a cabinet type of dryer designed to operate as a table. Electrically heated.

Bargain Price $65.00

Automatic Postcard Printer. After you have placed the negative and loaded the rack with cards, the printer operates without further attention.

Bargain Price $75.00

Cooper Hewitt Mercury Vapor M-2 Outfit with auxiliary. Good for lighting and especially good as an enlarging light with 8x10 negatives.

Bargain Price $42.50

Hammer Opal Plates, 3¼x4¼, August, '38, dating. Good for Miniatures.

Bargain Price for box of six, 50¢

5x12x42 Sterling Developing Tanks.

Bargain Price $8.75

Eastman Film Drying Rack, capacity 50 films.

Bargain Price $1.25

Eight-gallon Stoneware Jar and Lid, suggested for the storage of developer and other solutions.

Bargain Price $2.50

8x10 Conley Camera for view or portrait work with one film holder. (No case.)

Bargain Price $22.50

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12, 19 gallons

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Bargain Price $22.50

Maximar 6½x9 c/m Camera with F4.5 Tessar Lens, Film Pack Adapter, and Focusing Panel.

Bargain Price $41.50

24-inch Halldorson Print Washer. This is in good condition, and a special feature in the center of the washer will keep your prints from piling up in the center.

Bargain Price $11.50

4x5 Speed Graphic Camera with KA F4.5 Lens and one Film Holder.

Bargain Price $52.50

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Bargain Price $2.50

8x10 Conley Camera for view or portrait work with one film holder. (No case.)

Bargain Price $22.50

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Description and illustration of any article gladly sent on request.

HANCE GROUND GLASS SUBSTITUTE

A standard item for many years.
Bargain Price, per bottle.....**38¢**

Cirkut or **Medley Print Frame** with Plate Glass. 8x30 inches.
Bargain Price **$6.50**

3¼x4¼ Graflex D with F4.5 B & L Tessar Lens, adapter, and case.
Bargain Price **$82.50**

5x7 Eastman Auto-Focus Enlarger with easel.....**$125.00**

1 Pair 12" Condensers, in metal round mount,
Excellent condition **$35.00**

Model A Argus Camera.....**$9.50**

16x20x6 Sterling Tank. Condition like new. Suggested for Hypo bath.
Bargain Price **$8.50**

Mendelsohn Synchronizer Model C for Graphic Cameras.
Bargain Price **$9.50**

5x7 Professional View Type Camera.
Bargain Price **$28.50**

CONVERTED BEATTIE FLOODLIGHT

A Beattie Arc Lamp has been converted by the addition of mogul sockets and #4 Photoflood lamps so that it offers an attractive appearing, efficient, high-power lighting unit at moderate price. Diffusion curtain is included. Here is an excellent camera room lamp at popular price.
Bargain Price **$59.50**

Johnson Ventlite Junior Reflector and Adjustable Stand.
Bargain Price **$10.50**

2 Victor Flash Bags, complete with stands and cases. Can be used as individual bags or in series.
Bargain Price **$28.00**

5 pound can **Resublimed Pyro** of standard brand.
Bargain Price **$9.98**

Stoneware Tank for 5x7 or 8x10 negatives. Measures 7½x10½x10½.
Bargain Price **$4.75**

6½x8½ View Camera, long bellows; good for copying only. With three holders **$12.50**

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Description and illustration of any article gladly sent on request.

3¼x5½ Graflex with 5x7 B & L Tessar, 1C, adapter, case and holder.

Bargain Price $35.00

Duplex Jr. Twin Arc Lamp with case and stand. A good lamp for Home Portrait or Commercial use, or proofing.

Bargain Price $10.00

Thalhammer Junior Movie Tripod with pan tilt top; also suitable for small or candid cameras.

Bargain Price $12.50

Folmer Compact Standard for commercial or home portrait use.

Bargain Price $17.50

Elwood Miniature Enlarger for negatives 2¼x3¼ and smaller.

Bargain Price $19.50

Combination Tripod suitable for 8x10 cameras. Can be extended to 54 inches and has 8¾-inch top.

Bargain Price $8.50

Maximar 9x12 c/m Camera with F 4.5 Tessar Lens, Focusing Panel, Film Pack Adapter, and three holders. Case included.

Bargain Price $57.50

6½x8½ View Camera with 24-inch bellows. Suggested only for copying. Three holders included in

Bargain Price $12.50

16x20 Heavy Print Frame with Glass.

Bargain Price $5.50

12-inch Monarch Trimmer.

Bargain Price $3.95

Grant Enlarger with F3.5 Lens. Looks like new.

Bargain Price $36.50

Beattie Hollywood Hi-Lite Twin Arc on portable stand with castors. Requires no special wiring.

Bargain Price $35.00

Pako Junior Printer with Number Device, capacity 5x7 and smaller negatives.

Bargain Price $35.00

Rubio Enlarging Easel, capacity 16x20 paper.

Bargain Price $12.75

UNUSUAL BARGAIN
Korona Panoram Camera

We offer a 5x12 Korona Panoram Camera with case and film holder in excellent condition. Cannot be told from new stock.

Camera . . . $37.50
Case 5.50
Film Holders, ea. 4.50

We have but one outfit to offer at this price. Place your order before someone else grabs it!

An ideal camera for school group use.

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Pako Liberty Model Belt Dryer for Matt Prints and Fotostats. Thoroughly reconditioned. Electric heated model.

Bargain Price $125.00

3¼x4¼ R. B. Auto Graflex with case and adapter. No lens.

Bargain Price $65.00

4x5 R. B. Series B Graflex with Kodak Anastigmat F4.5 lens, film holder and magazine.

Bargain Price $87.50

STONEWARE TANKS

The few 42-inch Stoneware Tanks on hand are offered at bargain prices in order to make room for other stock. These are new tanks in their original crate and are the kind we have used in our own Finishing Department for the past 16 years without replacement or special attention. The bargain prices include a substantial reduction from the original.

	Inside Measurements			*Bargain Price*
	Length	*Width*	*Depth*	*Each*
2—18 gal.	10½ in.	9½ in.	42 in.	$21.00
5—24 gal.	14 in.	9½ in.	42 in.	27.00

A year to pay.

3¼x4¼ Graflex, Series C, with 6½-inch Cooke F2.5 lens and case and Focus Panel.

Bargain Price $145.00

4x5 Graflex B with F4.5 B. & L. Tessar, 6 Plate Holders and Case..... **$57.50**

Korona #2 Stand, shopworn, **$13.50**

Elwood 16x20 Masking Easel for Enlarging. In condition like new.

Bargain Price $20.00

Cage only for Kodak Print Washer. Is in good condition.

Bargain Price $13.50

4x5 R. B. Series B Graflex with film pack adapter. No lens.

Bargain Price $47.50



Window Display Cards as shown in the illustration. Printed in 3 colors. Size, 27x29 inches.

Bargain Price ..... $ .49 each

Halldorson 4-Unit Studio Lamp and Stand. No. 4 flood lamps are suggested, or you can use 15 hundred-watt Mazda lamps.

Bargain Price $98.50

8x10 Copying and Enlarging and Reducing Camera with 60" bellows on special stand, making it quite similar to the Crown Copying Camera.

Bargain Price $75.00



For Better Results **IN ANY WEATHER**

EASTMAN Super Ortho Press Film, with more than three times the speed of Ortho Press, dispels the fear of dull or rainy day assignments. Extreme speed, however, is only one Super Ortho Press quality. It has fine grain, exceptional gradation, develops rapidly, is antihalation, physically hardened, and can be inspected during development. Try it for outdoor work or better quality Photoflash shots.

EASTMAN SUPER ORTHO PRESS
FOR BETTER COMMERCIAL OR NEWS PICTURES



Use KODABROM

FOR ENLARGEMENTS OF QUALITY

SPARKLINGLY BRILLIANT best describes the quality of Kodabrom's rich black tones. Its wide exposure latitude and speed of development make it easy to process, and you'll like its seven attractive surfaces, each in four stable contrasts. Place a trial order today. Eastman Kodak Company, Rochester, N. Y.

KODABROM **FOR FINER COMMERCIAL ENLARGEMENTS**

THE FOCUS

Published Monthly in the Interests of Professional Photography

VOL. XV FEBRUARY, 1939 No. 2



"BILLY" WOLFF'S PARTY
(See Page 19)

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EXCHANGE
ACADEMY OF SCIENCES

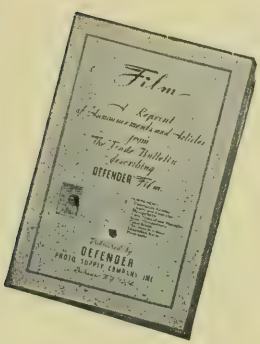
Published by
HIRSCH & KAYE
SAN FRANCISCO

DEFENDER Film



From the blue record element of Defender TRI-COLOR FILM COMBINATION as made for Chromatone (natural color) printing.

Consistent Performance



A distinguishing quality of all Defender Film and an important reason why the product ranks "tops" in the opinion of so many modern photographic workers.

Nine varieties in "Orthos" and "Pans"; the *Commercial* and *Process* brands; three for color separation—Dupac, TRI-PAC and TRI-COLOR FILM COMBINATION.

"Film"—a 56-page descriptive booklet, tells all about Defender Film . . . Free to photographers on letterhead request or thru dealers. Otherwise, fifteen cents, stamps.

DEFENDER PHOTO SUPPLY COMPANY, INC

ROCHESTER, N. Y.

THE FOCUS

Prepared and Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE

239 Grant Avenue, San Francisco

The Largest Independently Owned Photo Supply House in the West

VOL. XV FEBRUARY, 1939 No. 2

Spirit

MANY of us are ambitious enough, but we are ambitious to be millionaires, United States Senators, or presidents of big corporations.

We are not ambitious to be the best shipping clerks, or the most skillful buyers, or the most productive salesmen. Our ambition cools when we contemplate the immediate task. We fail to get a thrill from aiming at perfection in the job at hand. What would it mean?

It would mean that we had real capacity. It would mean that we had something of the quality that distinguishes first-class men and women. This quality is the desire to do everything well. A thoroughly good man can't do poor work Whether he is paid 10 cents or $100 an hour makes no difference.

The baseball fans liked Babe Ruth because he gave them the feeling that he would play good baseball even though he worked without pay. The Babe liked the game. He may have disliked the manager of his team, or his teammates, but that didn't make any difference in his play.

Such spirit is needed in all work. When the worker has it, any job becomes a good job. Such workers usually find that the pay adjusts itself. But whether they get good pay or poor pay, they get the one thing that makes any job worth while, and that is the feeling that they are a little better than others who are trying to do the same thing.

New Set of Values

A MAN has just made a statement which many others have made recently. He said: "I think that we are going to adjust our lives to a new set of values. We are going to think less about material things, and more about character and happiness. In short, we are going to do what we always promised ourselves we would do."

What I object to in the statement is that it implies defeat. Nobody cares much for anything that is obtained by second choice. Adjusting oneself to second choices neither builds character nor insures happiness.

The people in this country have tasted the delights of material prosperity, and they like it. For most of us, material prosperity does not mean afternoon ennui or bulging stomachs. It means the fulfillment of such natural wants as a good dinner, clean linen, a well-furnished house, a suitable vacation, an automobile, a radio, a refrigerator, a washing machine, a haircut twice a month and modest economic security.

To concede that we cannot have these is to acknowledge that we are beaten.

Americans will not accept the philosophy of resignation. It may be acceptable in 500 years—but not this year. Somehow our creative energy is going to be harnessed and directed, and we are going to march toward the goal that we cherish in our hearts. This goal includes greater economic security and an improving standard of living.



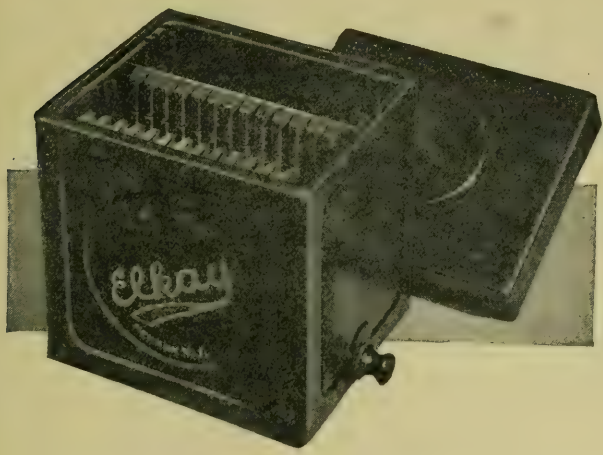
Argus, with his hundred eyes, could not be more observing than the final inspection of *Gross* mountings. First, the raw material is inspected—then, after each press operation there is an inspection for defects—then, a final inspection to insure that every *Gross* mount is perfect. Perfection is the only standard by which *Gross* mountings are permitted to be shipped to you.

Send for an illustrated circular describing them.

THE GROSS PHOTO SUPPLY CO.
MANUFACTURERS TOLEDO, OHIO

Canadian Agents: W. E. Booth Company, Limited, Toronto, and Montrea

Moulded Rubber Tanks



Developing
Fixing
Washing
In One Tank

Develops, washes, fixes, in daylight. . . . Negative holders are made of stainless steel. They can't erode and ruin your developing solutions. . . . Holders fit into accurately spaced grooves made to accommodate 6x9 cm., 2¼x3¼ inches, 3¼x4¼ inches, 9x12 cm., and 4x5 inches negative sizes. . . . Negatives are placed in the holders through a fool-proof fixture that prevents errors in loading. . . . Tank cover is absolutely fog-proof. Solutions introduced through top are led down sides of tank so that it fills evenly. . . . Drain plug in base empties tank quickly and completely, without disturbing contents. Slanting inside bottom speeds drain. . . . Body of tank is made of die cast vulcanite. Never affected by chemical solutions. Entire tank completely acid-proof and alkali-proof. . . . Loads a dozen negatives.

Adjustable model $6.75

Dealer orders invited.

●

OTHER SIZES
(Not Adjustable)

Size 4x5

Capacity 12, 4x5 negatives. Price, with cover..... **$2.50**

Size 5x7

Capacity 15, 5x7 negatives or 20, 4x5 negatives, or 20, 9x12 cm. negatives. Price **$2.25**

Cover, 25c additional.

Size 8x10

Capacity 30, 5x7 negatives or 20, 8x10 negatives. Price, with cover..... **$6.00**

Ace Metal Tripod

THE Ace Motion Picture and Minicam Tripod is considered the most practical and desirable of its kind. It is made entirely of stainless steel, and the dull satin finish of all parts will appeal to every camera owner. There are several distinctive and exclusive features in this tripod.

The Panoram Head is controlled by the extension lever. The Hexagon Handle facilitates its use. Just below the revolving head is a circle which is marked by degrees to enable one to predetermine the scope of view. The tilt is controlled by the long lever likewise fitted with convenient octagon handle. When the tripod is not in use and is to be carried this lever is detached and screwed into the bottom of the pan control lever, keeping it out of the way, but readily available.

The actual tripod head is diamond shaped and measures 1¼x2¼. The Tripod Screw is threaded into the camera by means of a large knurled wheel of sufficient size to always be accessible. You will notice a small protruding lever which is now explained. After the tripod screw has been fastened, additional pressure is obtained by a slight movement of this lever, which definitely locks camera and tripod just as rigidly as is mechanically possible. For those who desire a larger tripod head, we can supply circular addition 2½" in diameter at additional list of only 75c. These disks are attached by means of the same two screws which hold the diamond head in place.

The complete tripod weighs only four pounds. When closed the overall dimension is 35 inches, but when fully extended the tripod is five feet high. The lower sections are fitted with rubber tips at one end and pointed spikes at the other. The lower sections are quickly reversible. Pressure between upper and lower sections is controlled by means of large-size screws. These screws do not bite into the lower sections but exert pressure against formed pieces which grip the lower section like a locked brake grips a wheel. Until a better tripod is announced, we consider this the best.

Price - $20.00

Dealer orders invited.

Success

To achieve what the world calls success, a man must attend strictly to business and keep a little in advance of the times.

The man who reaches the top is the one who is not content with doing just what is required of him. He does more.

Every man should make up his mind that if he expects to succeed, he must give an honest return for the other man's dollar.

Grasp an idea and work it out to a successful conclusion. That's about all there is in life for any of us.—*Edward H. Harriman.*

←⁂→

Our past mistakes always bother us, especially at night when we sit around wishing we were young enough to repeat some of them.

←⁂→

Your friends may be polite and complimentary, but don't kid yourself—a $15 suit doesn't look like an $85 suit.

Mules and Men

OVER the hill, so we read in "Kansas Business," trailed a man behind a mule drawing a plow. Said the man to the mule: "Bill, you are a mule, the son of a jackass, and I am a man, made up in the image of God. Yet, here we work, hitched up together year in and year out. I often wonder if you work for me, or if I work for you. Verily, I think it a partnership between a mule and a fool, for surely I work as hard as you. Plowing, we cover the same distance, but you do it on four legs and I do it on two. I therefore do twice as much work per leg as you do. Soon we'll be preparing for a corn crop. When the crop is harvested, I give one-third to the landlord. One-third goes to you, and the balance is mine. You consume all of your portion except the cobs, while I divide mine among seven children, six hens, two ducks and a banker. If we both need shoes, you get 'em. Bill, you are getting the best of me. Is it fair for a mule, the son of a jackass, to swindle a man, a lord of creation, out of his subsistence?

"Why, you only plow and help cultivate the ground, and I must cut, shock and husk the corn, while you look over the pasture fence and hee-haw at me.

"About the only time I am better than you is on election day, for I can vote and you can't. And after election I realize that I was fully as great a jackass as your papa. And that isn't all, Bill. When you are dead, that's supposed to be the end of you. But me? The parson tells me when I die I gotta go to hell yet, unless I do just as he says. And most of what he says keeps me from getting any kick outa life.

"Tell me, Bill, considering these things, how can you keep a straight face and look so dumb and solemn?"

B&L Will Help Designate Experts

Bausch & Lomb and fifteen other manufacturers of photographic instruments and supplies have been asked to designate experts to serve on a special committee of the American Standards Association, which will test and grade all camera supplies.

Since the American Standards Association is eminently fitted to conduct this work, and many technical societies will contribute to the personnel of the committee, the results are expected to be of great importance to the photographic industry and to the public.

←⁂→

D-76-R Replenisher

It will now be possible to obtain replenisher for D-76—prepared developer which will be designated D-76-R. This replenisher will be furnished in packages each sufficient to make one gallon of solution at price of 70c a package.

←⁂→

Eastman Stamp Ink

Any colors of Eastman Numbering Stamp Ink are now available. In addition to the black color heretofore supplied, we can now furnish the additional colors, red, brown, blue, or orange, at a price of 60c a one ounce bottle or $1.00 for 2 ounce. Unless some other color is specified, continue to supply black. The ink is intended for the numbering device on photographic printers.

Evidence of the precision with which Weston Exposure Meters are made is indicated when we tell you that while the especially tempered pivot of the coil spring in a Weston Meter is called on to support a weight of one one-fortieth of an ounce, the weight concentrated on the extreme point of the pivot is equal to a pressure of 1½ tons a square inch. Workmanship is so perfect that the needle readily responds to the smallest amount of light, even that of a match.

A COMPLETE SET OF LENSE



—ALL IN ONE

WOLLENSAK VELOSTIGMAT SERIES II f4.5



With the Wollensak Velostigmat Series II *f*4.5 your one camera virtually becomes five separate instruments.

Compactness and true perspective for home portraiture. Flat field for group photos. Speed for action snaps. And so fine optically that it is regularly used for copying and enlarging.

*FOR portraits - groups - children's photos commercial work - architectural - action shots copying - enlarging - landscapes

If you can afford only one lens, but have a wide variety of photographic interests—you want this Velostigmat. Try it at our risk.

WRITE FOR LITERATURE

WOLLENSAK OPTICAL CO., ROCHESTER, NEW YORK

WOLLENSAK

Quick as a Flash

IN Chicago, recently, Drs. Francis Wood Godwin and Alfred Orpheus Walker showed pictures of a .22 caliber bullet in flight, taken at speeds of about one-millionth of a second, fastest exposure ever accomplished. These photographs revealed the bullet "stopped" in its course, a clear-cut image with highlights gleaming on its surface; stopped again so close to a pane that its reflection could be dimly seen in the glass; passing through and emerging in a cloud of glass dust.

Dr. Godwin is an electrical engineer, Dr. Walker a chemist at Armour Institute of Technology. Both picked up photography as a hobby. In high-speed photography the shorter the exposure time, the more intense the illumination must be to produce a satisfactory impression on film.

Godwin and Walker obtain their very bright, very brief flash by discharging 38,000 volts through a vacuum tube filled with mercury vapor at one-twentieth of atmospheric pressure. The voltage source is an X-ray apparatus and the current is stored in a 20-unit Leyden jar condenser.

The duration of the flash can be timed approximately by noting the amount of blur (equal to the distance traveled during exposure) on the bullet. If the bullet travels at 1,000 ft. per sec., and the blur amounts to one-thousandth of a foot, the time interval is one-millionth of a second, fastest exposure ever accomplished.

To set off their flash, they place a spark gap close to the gun's muzzle so that the bullet passes just below the electrodes. The hot gases and burning powder which follow the bullet enable the spark to jump the gap, completing the circuit and discharging the voltage through the vacuum tube. Only one picture is taken at each shot. But by moving the spark gap nearer to or farther from the gun's muzzle, the bullet can be snapped at various points of its trajectory.

Drs. Godwin and Walker are by no means the first to "freeze" rapid motion on photographic film. Perhaps the most famed high-speed photographer in the U. S. is Dr. Harold Eugene Edgerton of Massachusetts Institute of Technology, who for some years has used stroboscopic (intermittently flashing) light to take 6,000 pictures per second.

He has made motion pictures of pigeons, humming birds, and even house flies in flight; of lamp bulbs breaking under hammer blows; of craters formed on a liquid surface by a falling drop of milk; of soap bubbles breaking; of falling cats twisting in mid-air to land on their feet.

←※→

A New Developer

The Eastman Kodak Company announces prepared Developer DK-60-A, which is a new general purpose developer for manually operated deep tanks or machine processing. It has greater effective emulsion speeds than DK-50 and DK-60, especially with the new Kodak Films. It is suggested that DK-60-A be used in preference to DK-50 and DK-60, in which the new developer is available in packages of various sizes, as follows:

Sufficient for 10 gallons	$ 2.80
Sufficient for 38 gallons	9.90
Sufficient for 48 gallons	12.00

DK-60-TR, a replenisher for tank development, is furnished in one-gallon packages at 70c and five-gallon packages at $2.65.

DK-60-A, a special replenisher for machine development, will be furnished in five-gallon containers and will be furnished in packages sufficient to make five gallons at $2.85.

←※→

Frank Fourness of Sacramento was a recent visitor, having called to investigate additional equipment for his camera room.

Penrose's Annual

The Process Year Book and Review of the Graphic Arts—1939

A PROGRESSIVE record of art and technique in modern methods of reproduction, process engraving, printing and allied industries. Profusely illustrated with fine examples of new and interesting processes, color plates, etc. A treasury of useful information, suggestion and inspiration. Indispensable to all workers in the Graphic Arts. A beautiful example of bookmaking, printed in the highest style of modern typography on special paper, and finely bound in charmingly decorated cloth, with a wealth of illustrations, in monochrome and color, printed by a great variety of typographic, lithographic and intaglio processes, attractively setting forth the skill of the best engraving and printing firms of England. It appeals to the Photographer, the Film Producer, the Process Engraver, the Author or Editor, the Printer, the Advertiser, the Artist and Designer, the Lover of Good Books.

Among the technical contributions may be mentioned R. F. W. Selman on "Kodachrome in the Graphic Arts," W. A. Balmain on "Dufaycolor Prints," and D. A. Spencer on "Vivex-linked Photoengraving." W. C. Huebner writes on direct projection on metal plates, and J. S. Mertle deals with an important new American development in photogravure. D. H. Follett gives an account of the importance of the photo-electric cell in our industry, and H. Mills Cartwright describes a new photo-electric densitometer. S. Anderson gives an account of these uses of discharge lamps in our industry, and F. W. Sharp, with H. J. A. Turner, deal with their specific use in the exposure of carbon tissue. F. J. Tritton contributes an original paper on a lithographic subject. Edward Reeve Angel describes the interesting developments in connection with the Massey process for coating papers. H. Langley Jones discusses the trends of letterpress printing, and there are a number of other articles of technical significance.

Great care has been taken in the selection of illustrations for the inset section, which will be in every way representative of the best work of the year.

●

One idea gained from its pages may be worth many times the price of a volume—$5.00

Photographers

Write for 1939 Catalog and price list, genuine oil portraits—pastels, or rebuilt damaged portraits.

Convex glass and portrait frames.

VICTOR PORTRAIT COMPANY
752 - 13TH STREET, OAKLAND, CALIF.

Kodachrome Professional Film

In addition to size prevously announced it will now be possible to obtain Kodachrome Professional Film in 11x14 size. This film is available in two grades, daylight type and Type B. Film in 11x14 size like others will be packed in boxes of six and priced at $40.00 for one-half dozen box. This price includes free processing in lots of three films or more at a time, but individual films can be processed at charge of 50c per shipment.

Kodak Panatomic-X Film

Famed For Fineness of Grain . . .

NOW AVAILABLE IN ROLL-FILM, PACKS

KODAK PANATOMIC-X FILM, which has become famed as a medium for miniature camera work since its introduction a few months ago, is now available in a wide range of roll film and film pack sizes, the Eastman Kodak Company announces from Rochester, New York.

Kodak Panatomic-X Film has appreciably finer grain than that which won high regard for the present Kodak Panatomic Film. This improvement in grain is obtained without sacrifice in speed, as compared to Panatomic. Thus Panatomic-X roll films and packs are established as all-around, high-quality fine-grain panchromatic films of ample speed for nearly all conditions other than those requiring the extreme speed of Kodak Super-XX.

This truly fine-grain film is of special interest to owners of cameras making vest pocket or half-620 negatives, and other smaller roll film and fim pack cameras producing negatives from which enlargements are desired. Kodak Panatomic-X Film is recommended not only for high-quality results with ordinary subjects, but also for copying photographs, halftone reproductions and documents, for technical photography, and for salon and exhibition work.

We Are Never Secure

ALMOST everyone looks forward to the day when society will be so organized that all will be happy, and free from worry and burdensome responsibility.

Almost everyone looks back occasionally and wonders whether the easy-going ways of former days did not bring a sense of peace and well-being that is lacking in this modern age.

In short, we look forward and backward, realizing that today's tension is uncomfortable.

Can we expect that the day will ever come when life will be easy, quiet and beautiful, and when all will enjoy economic security?

Impossible!

L. P. Jacks, an English philosopher, says that society is like an individual. The higher the climb, the less secure is our position.

Jacks believes that character is necessary today more than ever before. The world of tomorrow is not going to offer an easy life, even though it may mean shorter working hours and longer vacations. Our obligations will increase as our position improves; any failure to do our duty will be quickly followed by an inevitable crash.

There is no alternative. Honesty, fairness and honor are essential. They must be cultivated in the home and in the school. The good things of life do not long remain in the control of those who are unfit to use them.

—*William Feather.*

Gevaluxe
Velours

THIS new, *patented* paper is so totally different from any other that it beggars description. To appreciate its revolutionary character, you must inspect an actual print, and see for yourself the extraordinarily stereoscopic effect which Gevaluxe lends to a picture. Prints may be seen at Hirsch & Kaye's, San Francisco.

The Gevaert Company of America, Inc.
6368-70 Santa Monica Boulevard
Los Angeles
New York—Chicago—Toronto

Hirsch & Kaye carry all Gevaert Products

Cold Enlarging Light

PREVIOUSLY we announced the Mergon Light for enlarging. Now we announce an improved model known as the hot cathode vapor light, made by the same manufacturer. We compared the efficiency of this light with that obtained from a normal globe in an Elwood Enlarger and found the hot cathode light was twice as fast. We likewise found that the resulting prints were softer and more pleasing than those produced with the regular lamp.

The new light is readily attached to the top of your Elwood or similar enlarger in place of the present lamp house. The necessary rheostat. The point we wish to stress is that notwithstanding the efficiency of the new light, it does not get warm. We doubt if a thermometer would register any difference with the light off or on.

Price for 5x7 size is $68.00, and for $73.00 a similar unit can be made for 8x10.

←⁂→

Prices Reduced

Effective March 1, there will be a reduction in the price of Kodachrome. In some instances the price reduction does not indicate change in Model or that the camera will be discontinued. The reduction is an effort on the part of the manufacturer to widen the market by giving greater value for less money. By selling more cameras, a greater market is created for film, which results in more employment in the photographic industry and better business conditions in general.

Camera production facilities will be increased when the new camera factory of the Eastman Kodak Company is completed. It will be the largest camera factory in the world. We have the same attractive offer as before on cameras purchased for resale by those who actually stock photographic merchandise.

Hirsch & Kaye Cooperation

PLENTY of people talk about service and cooperation; we put the idea into practice. For ours is a cooperatively owned organization. Which accounts for the very special interested Hirsch & Kaye service you will receive from every member of this organization, from messenger to salesman to executive. Truly, in Hirsch & Kaye's it is one for all and all for one—for, as all of us help to conclude each satisfactory transaction, all of us benefit.

Test this service for your camera needs—you will be interested in the results.

←⁂→

Mother's Day

It is not too early to think of Mother's Day and suitable photographs for the occasion. If unable to use newspaper and similar forms of publicity, you can at least have suitable cards for your front case or window. Here are two suggestions:

FOR MOTHER'S DAY

GIVE YOUR MOTHER THE ONE THING SHE WANTS MOST—YOUR PHOTOGRAPH — TO HAVE WITH HER ALWAYS.

Make an appointment today

* * *

FOR MOTHER'S DAY

IF YOU CAN'T BE WITH YOUR MOTHER ON HER DAY, DO THE NEXT BEST THING —SEND HER YOUR PHOTOGRAPH.

Make an appointment today
Mother's Day—May 14

←⁂→

The winds and the waves are always on the side of the ablest navigator, whether in time of calm or storm.

←⁂→

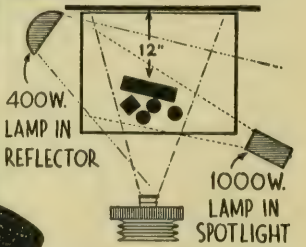
The darkest hour in any man's life is when he sits down to plan how to get money without earning it.

DEMONSTRATING "PRODUCT AND USE" BY PHOTOGRAPHY



As illustrated by
Kaufmann & Fabry Co.
Chicago, Illinois

For background, an outdoor scene is enlarged, purposely made flat and dark to give depth and distance.



Camera: 8x10 Century Studio. Lens: Bausch & Lomb, 23½" focus, f. 22. Film: Portrait Panchromatic. Exposure: 25 seconds, through K-2 filter. Development: Tank, **Mallinckrodt Chemicals**, A-B-C pyro formula. Print: Azo paper.

Mallinckrodt
CHEMICAL WORKS
2nd and Mallinckrodt Sts.
Saint Louis, Missouri
70-74 Gold Street, New York
CHICAGO PHILADELPHIA
TORONTO MONTREAL

PHOTO ART PRINT GALLERY

A Perpetual Salon of Photography Changed Every Two Weeks

★

Open every day except Sunday and Holidays—10 A.M. to 5 P.M.
Saturdays 10 to 1.

Collections of the world's outstanding pictorial photographs open to the public without admission or entry fees.

An exhibition gallery without commercial objective or intent for profit. Dedicated to the cause of the Art of Photography.

Feb. 15th inc. 28th
INDIANAPOLIS INVITATIONAL SALON

March 1st inc. 14th
EXHIBITION OF THE CHICAGO CAMERA CLUB

Subject to change as opportunity for special collections or other circumstances may demand.

★

Visitors always will find a sincere welcome. This is your gallery. Avail yourself of what it offers.

775 MONADNOCK BUILDING
SAN FRANCISCO, CALIFORNIA

←❖→

Odd Price Origination Traced

The custom of marking merchandise at such odd prices as 49 cents, 79 cents and 98 cents originated in a New York department store about 1860. As cash registers were not yet in use, these prices made it necessary for the clerks to go to a central cashier for change, thus avoiding the temptation to pilfer a coin or bill.

←❖→

Color Is Best at Noon

Noon sunlight is better suited for color discrimination purposes than north-sky light. Light from the north sky not only varies in intensity from hour to hour, but it has a slight bluish tinge, which tends to exaggerate blues and minimize reds and yellows.

Deep Tank Heater

Last month we announced the Deep Tank Heater such as Photofinishers have wanted for a long time. If you have your last copy of *The Focus* we suggest you turn to Page 6 for a detailed description. If your copy is not available we remind you that the Deep Tank Heater has been used with much success and because of thermostatic control it will maintain the temperature of your developer or solutions at any predetermined degree. The price is $21.00. You cannot afford to be without one.

←❖→

Who Has the Cameras?

One of the well-known photographic magazines has announced results of some interesting research. Among the 145,000 purchasers of the magazine, the age of the readers was found to be as follows:

Under 18	10%
18 - 24	25%
25 - 34	40%
35 - 44	16%
Over 45	9%

The average reader is 28 years of age.

In reply to another question as to how long the readers had been interested in photography, the following replies were received:

6 months to 1 year	2%
1 to 2 yrs.	15%
2 to 3 yrs.	17%
3 to 4 yrs.	11%
4 to 5 yrs.	7%
5 to 10 yrs.	17%
10 to 15 yrs.	11%
15 to 20 yrs.	5%
20 to 30 yrs.	8%
30 to 40 yrs.	4%
Over 40 yrs.	1%

Sussman Mounts w

We have them in stock



VENTNOR FOLDER

White and India Rag Stocks—Deckled Edges
—Slip-in Style

This style, pleasingly soft in appearance, should harmonize well with any style of portraiture. The insert has a faint tint and an embossed line effect in platinum ink.

Print Size	*Outside Size*	*Price per 100*
4 x 6	6½x 9¼	$ 8.00
5 x 7	7¼x11	10.00
6½x 8½	9¼x12½	13.50
8 x10	10½x14	15.00
10 x 8 Group	13 x11⅝	15.50

Sample on receipt of 15 cents



FOR

Coated Stocks—Ser
—Black and Sil

Distinctly modern
traits look modern in

Print Size
3x 5
4x 6
5x 7
8x10
10x 8 Group

Sample

HIRSC

"Sussman Mounts Are Paramount"

ill Aid Portrait Sales

• Order them today



T EASEL

d Underlay—Black and Gold
-Slip-In Style—Oversized

intended to make your por-
y way—reasonably priced.

Outside Size	*Price per 100*
3/8x 7 5/8	$ 7.00
1/8x 9	8.75
1/8x10 1/8	10.00
x13 1/2	17.00
1/2x11	17.00

ce t of 15 cents



RODNEY EASEL

Coated Stocks—Gray Only—Serrated Underlay—Slip-In Style

This is the style made particularly for those who like striking effects in their mountings. Very reasonably priced, this should be a wnner for your school work.

Print Size	*Outside Size*	*Price per 100*
4 x 6	5 5/8x 8 5/8	$ 7.25
5 x 7	6 3/4x 9 1/2	8.50
6 1/2x 8 1/2	9 x12	13.50
8 1/2x 6 1/2 Gp.	10 1/2x 9 1/4	13.50
8 x10	9 1/2x12 1/2	14.00
10 x 8 Group	12 1/2x11	15.00

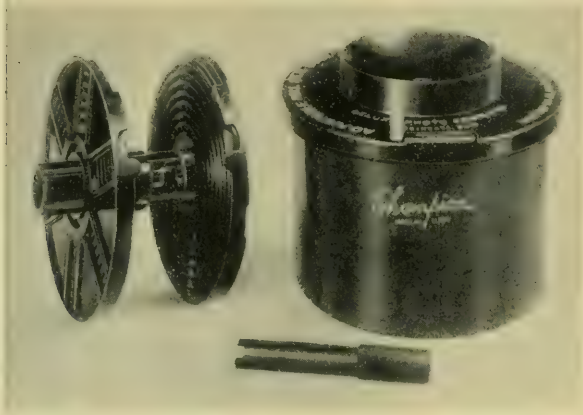
Sample on receipt of 15 cents

I & KAYE

ributors

"Sussman Mounts Are Paramount"

Champion Roll Film Tank



The Champion Roll Film Tank has an adjustable reel which can be locked into position for use with Roll Film of any size from 35 mm. to 2½ inch width. The reel does not depend upon a spring button for lock, but is slightly rotated to release the lock and then turn back in the original direction when the desired width has been found. Both tank and reel are of Bakelite construction. The reel has sufficient capacity to receive all standard films within the sizes for which it is adaptable.

An agitating handle permits the reel to be agitated after it is immersed in the developer, thereby eliminating possibility of bubbles. A light tight pouring vent is provided. The Champion Roll Film Tank will be appreciated by roll film camera owners because of its excellent construction, durability and popular low price.

CHAMPION ROLL FILM TANKS

$3.95

Hirsch & Kaye are exclusive distributors in the West

DEALER ORDERS INVITED

Billy Wolff Feted

MR. WOLFF celebrated his fiftieth anniversary with the firm on the evening of February 9 at a party held at a downtown night club. Mr. Wolff's party stole the evening and his table was the center of attraction. Practically all the older employees of Hirsch & Kaye were present, and a feature of the party was the arrival of numerous telegrams from his many friends throughout the State. One of the telegrams was signed Carole Lombard.

Mr. Wolff quite agrees with the gold-lettered sign prominently placed on the table which read, "The first fifty years are the hardest." Now that he has served his apprenticeship, he tells us he will settled down and learn to be a veteran.

←❖→

You'd Hardly Know The Place

The renovation of the store and office continues. High-powered indirect lighting fixtures provide the store with a soft, shadowless, even illumination which is aided by the light-colored walls. All woodwork has been refinished to look like new.

Similar lighting fixtures in the office provide plenty of illumination entirely free from glare or eye strain. The walls have been painted a pleasing shade of pale green. The railing of the balcony used for office supplies has been faced with sound-absorbing material, greatly improving the appearance of the office and helping to make the office more quiet. These changes and redistribution of desks, already made effective, and other changes which have been planned, will give us an office arranged in keeping with present-day conditions and volume.

Exhibits Listed For February at The De Young Memorial Museum in San Francisco

The Camera Pictorialists of Los Angeles—This exhibit will open February 7 and will continue for some time.

Photographs of Egypt—Opens February 15.

You are again reminded of the educational value of these exhibits, which are attracting camera fans from all over the State.

←❖→

Vitsitors

Mr. and Mrs. Ernest Forsmark were in San Francisco just prior to the opening of the Exposition.

* * *

Able Hables of King City was a recent visitor. He has now completely recovered his loss from the fire which destroyed his studio and is again well equipped for any assignment.

* * *

Mrs. Jeannette Graham has taken over the Heidrick & Heidrick Studio in Monterey, which is now known as the Camera Shop. A complete assortment of equipment and material for the amateur photographer will be featured.

←❖→

For Sale

An exceptional opportunity for a photographer with a small capital to serve a business established twelve years; permanent, A-1 location.—A. Kaiser, 117 South Broadway, Los Angeles, California.

←❖→

Protection from the walls of the darkroom above the developing sinks is offered by tacking sheets of cellophane or transparent celluloid above these places. Used in this manner, the protecting tissue is scarcely noticeable.

We concentrate on this one business . . .

PHOTO SUPPLIES

You can buy anything you need from one dependable firm.

Try HIRSCH & KAYE *first*

WOLFF'S CARBON PENCILS

These pencils leave a dead black mark without lustre. An ideal medium for spotting black and white prints. In five degrees—H, HH, B, BB and HB. 20 cents each, or $2.00 a dozen. Grade 3B, 35 cents each, $3.75 a dozen.

HIRSCH & KAYE
have them.

STERLING TANK OUTFITS

SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output. Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



2 SIZES
12, 19 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
COMPACT
DURABLE
EFFICIENT

The best by test.

A. K. DILDILIAN
Complete Negative Alteration Service

339 NORIEGA ST. SAN FRANCISCO
OVERLAND 6820

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Many Years of Experience

Prompt Return

WALTER BEARDSELL
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SPECIAL ATTENTION TO MAIL ORDERS

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Expert Retouching and Etching

Prompt Service

651 KEARNY ST., nr. Clay, SAN FRANCISCO
Phone GARFIELD 4621

Putz Pomade

Oldtime photographers will quickly recognize this product as a standard article for many years. It is a smooth working abrasive used for local reduction, and readily finds its place in every workroom. A tin of generous capacity will be sent at price of only 25 cents, sufficient for several hundred applications. Place your order today.

Kodachrome Illuminator 8x10

FOR viewing Kodachrome Professional Film Transparencies, sizes up to and including 8x10, horizontal or vertical, there is now available a Kodachrome Illuminator. Its external finish is gray with bright metal parts finished in nickel. A permanently attached 8 ft. electric cord with plug is included. Installed in the front of the illuminator is a 10x10 sheet of white opal glass, and also included with each shipment is a cap to be fitted over the lamp by the customer. The lamp to be used is a regular 60 watt Mazda, not included.

Cut sheets of Kodachrome Professional Film may be inserted in Kodachrome Transparent Viewing Folders and placed in the trough of the Illuminator for viewing.

Kodachrome Illuminator, 8x10 . . . . . $12.00

Kodachrome Transparent Viewing Folders

Folders for showing and viewing Kodachrome Transparencies from Kodachrome Professional Film, sizes 5x7 and 8x10, are now available. These folders consist of a cover and back with a center section into which the Transparency may be inserted.

Kodachrome Transparent Viewing Folders

5 x 7, pkg. of 25 . . . . . $5.00
8 x 10, pkg. of 25 . . . . . $5.00

Eyestrain in the darkroom, due to the ruby light, can be avoided by using a green safelight that is more practical when used for non-color sensitive films and plates. By arranging equipment in advance, the darkroom work can be done in total darkness. Sudden transitions from dim to bright light strains the eyes. This can be done away with by switching on an orange light and then a yellow light, thus gradually increasing the intensity.

Exposure timing in the darkroom can be accurately done by sound instead of sight if an ordinary alarm clock is handy. The clock gives a specified number of ticks to the minute and by counting these in advance in the light this number is used as the time unit. By division, the number of ticks for fractions of minutes is obtained.

We concentrate on this one business . . .

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You can buy anything you need from one dependable firm.

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STERLING TANK OUTFITS

SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output. Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

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Ask your Dealer for prompt shipment or write us.



2 SIZES
12, 19 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
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The best by test.

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Complete Negative Alteration Service

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Many Years of Experience

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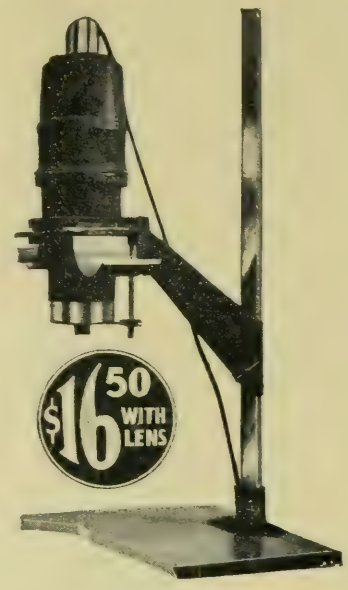
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CRAFTSMAN ENLARGER

2¼ x 3¼ Down to 35 MM.

3½" F6.3 lens

Precision focusing device

Opal Enlarging Bulb

Automatic Spring Arm for Size Adjustment

15 x 18 Baseboard

Order for Re-Sale

BARRÉ AUXILIARY LENS SET

Barré Auxiliary Lenses are instantly fitted to any camera lens with outside diameter from ¾ inch to 1-5/16 inches. Filter factors with Panchromatic films are approximately 1½, 2 and 2½, according to density of filter selected.

Barré WIDE ANGLE LENS-I reduces the focal length of camera lens approximately 1/3, and permits working closer to objects. They *cannot* be used on cameras with rigid spring out tongs that put lens at infinity position.

Barré PORTRAIT LENS-II permits working closer to the object and gives a proportionately larger image.

Consisting of:
1—Adjustable Holder
3—Dyed in the Glass Yellow Filter
1—Wide Angle Lens
1—Portrait Lens
1—Copy Lens
1—Telephoto Lens
1—Case and Folding Pocket Holder

PRICE..... $3.85

Barré COPY LENS-III reduces the focal length of camera lens by half. Permits photographing near objects on large scale. *Cannot* be used on fixed focus cameras.

Barré TELEPHOTO LENS-IV increases the focal length of camera lens, and photographs distant objects on a larger scale. For use only on double extension bellows cameras.

Order for your camera counter.

Cameras Owned by U. S. Camera Magazine Subscribers

Method of Survey: Direct Mail
Returns: 788 (22.5%)

Name or Type of Camera	*Number of Mentions*	*Approximate Number Owned Based On 35,000 Circulation*
Zeiss	172	8,300
Graflex	156	7,800
Leica	155	7,750
Eastman	144	7,200
View	142	7,100
Graphic	109	5,450
Rolleiflex	78	3,900
Voigtlander	66	3,300
Rolleicord	24	1,200
Agfa	20	1,000
Argus	18	900
Exakta	13	650
Korelle	12	600
Linhof	11	550
Studio	10	500

Less than 10 mentions: Bee Bee, Plaubel, Foth Derby, Ernemann, Deardorff, Goerz, One Shot Color, Devin Color, Plenax, Baldina, Stereo, Seneca, Dollina, Pilot, Miroflex, Contaflex, Perfex, Aldus Pressman. (A number of other cameras received one or two mentions.)

NEW CAMERAS: Although the question was not asked, 25 of those replying volunteered the information that they intended to buy cameras in the near future.

New Price On Photorecord

By the time this issue is mailed, the new price on Photorecord Microfilming Outfit will be effective. New Price will be $295.00 for complete outfit shipped from factory.

This change in price is concurrent with the announcement of certain improved features which are now incorporated into the Graflex Photorecord outfit. These include: A Vernier-type precision focusing scale which replaces the former needle indicator; it includes a new f.6.3 Graflex Photorecord microfilming lens designed especially for flatness of field at the higher reductions; it includes a heavy-duty between-the-lens type of shutter, which reduces the number of operations required to focus and set the lens —and since the shutter leaves are entirely enclosed, dust particles cannot lodge in the shutter to cause variations in exposures; and it includes a new system of pressure idlers that insure closer contact with the film-advance mechanism and at the same time permits the use of either standard "emulsion in" film, or the special Photorecord "emulsion out" film.

A New Spring Style



THE MERCURY

An outstanding mounter—a modern design, not gaudy—beveled edges around opening. New shadow-tinted stocks.

Made in a three-piece easel for your better priced work, in sizes 3x4 to 5x7 upright and 6x4 to 7x5 horizontal.

Also made in a two-piece easel in sizes 2x3 to $2\frac{1}{2}$x$3\frac{1}{2}$ for studios that feature smaller size portraits during "off" seasons.

The MERCURY will undoubtedly be one of this season's leading styles. Ask your stockhouse salesman to show you samples—he has them in his "grip."

We will send you a sample of both the $2\frac{1}{4}$x$3\frac{1}{4}$ and 4x6 sizes for 8 cents.

EASTMAN KODAK COMPANY

[TAPRELL LOOMIS DIVISION] CHICAGO, ILLINOI

Jerry's Corner



By Himself

We're having a World's Fair in San Francisco in the middle of the Bay. I hope you drop in.

You'll be unfair to yourself if you don't see the Fair. The Fare is little, but the Fair is big. You get there by ferry. Even the weather is fair.

Before the Fair opened, nearly everybody wore a wild west outfit and whiskers. (The ladies didn't wear whiskers.)

There's a lot of advantages in these '49 costumes. Frinstance, with a handkerchief in back and whiskers in front, why bother to wash your neck?

Helped me a lot, too. I put whiskers on my old Ford and my friends thought I was driving a Lincoln.

I bet there's a lot of people who've been masquerading most of their life, hoping nobody would see through their make-believe.

I drove my car over the bridge, and when I parked it in the big open space a guard said—50 cents. Sold—I says—getting out the pink slip. But he said he didn't mean to buy it. Only charging me for exhibiting the car.

Manual told me to look for the big statue made by a one-armed sculptor. He explained the work was done by the man putting his chisel in his mouth and tapping the back of his head with a hammer.

I didn't see that, but while I was looking at a statue of Venus, I overheard a lady tell her little boy, that's what would happen to him of he bit his fingernails.

One of the pretty places is the Court of Pacific Relations, or some such name. And for the relations that are not so pacific, there is a police court.

With elephant trains to take you around and big elephant towers, the Fair is the ideal spot for a Republican Convention.

I got hungry, so I stopped at a concession for some lunch. I ordered chicken pie and told the waiter there wasn't any chicken in it. That's right, he says, we've got to be consistent. We have cottage cheese, but there's no cottage in it.

So I sent the pie back and ordered hamburger with social security.

No onions.

They also have benches for people with hot dogs.

That's where the hot mustard pools would come in—andy.

Hope to see you over there Fairy soon.

—JERRY.

P. S.—I forgot to tell you I asked the boss for a raise. He was just like a lamb. All he said was—Baa!

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Description and illustration of any article gladly sent on request.

HANCE GROUND GLASS SUBSTITUTE

A standard item for many years.

Bargain Price, per bottle.....38¢

Cirkut or **Medley Print Frame** with Plate Glass. 8x30 inches.

Bargain Price $6.50

3¼x4¼ Graflex D with F4.5 B & L Tessar Lens, adapter, and case.

Bargain Price $82.50

Pair of 6-inch Condensers. Metal mount ready to be installed in home-made enlarger.

Bargain Price $6.50

1 Pair 12" Condensers, in metal round mount,

Excellent condition $35.00

Model A Argus Camera.....$9.50

16x20x6 Sterling Tank. Condition like new. Suggested for Hypo bath.

Bargain Price $8.50

Mendelsohn Synchronizer Model C for Graphic Cameras.

Bargain Price $9.50

5x7 Professional View Type Camera.

Bargain Price $15.00

CONVERTED BEATTIE FLOODLIGHT

A Beattie Arc Lamp has been converted by the addition of mogul sockets and #4 Photoflood lamps so that it offers an attractive appearing, efficient, high-power lighting unit at moderate price. Diffusion curtain is included. Here is an excellent camera room lamp at popular price.

Bargain Price $59.50

Johnson Ventlite Junior Reflector and Adjustable Stand.

Bargain Price $10.50

2 Victor Flash Bags, complete with stands and cases. Can be used as individual bags or in series.

Bargain Price .....$5.00 ea.

5 pound can **Resublimed Pyro** of standard brand.

Bargain Price $9.98

5x7 Eastman Auto Focus Enlarger. With F.8 Kodak Anastigmat Lens. Complete with easel and foot switch.

Bargain Price $75.00

6½x8½ View Camera, long bellows; good for copying only. With three holders $12.50

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Description and illustration of any article gladly sent on request.

POSING CHAIR

This is the standard type used in studios for many years.

Bargain Price **$7.50**

Duplex Jr. Twin Arc Lamp with case and stand. A good lamp for Home Portrait or Commercial use, or proofing.

Bargain Price **$10.00**

Grant Enlarger with F3.5 Lens. Looks like new.

Bargain Price **$36.50**

Folmer Compact Stand for commercial or home portrait use.

Bargain Price **$17.50**

Elwood Miniature Enlarger for negatives 2¼x3¼ and smaller.

Bargain Price **$15.50**

Combination Tripod suitable for 8x10 cameras. Can be extended to 54 inches and has 8¾-inch top.

Bargain Price **$8.50**

Maximar 9x12 c/m Camera with F 4.5 Tessar Lens, Focusing Panel, Film Pack Adapter, and three holders. Case included.

Bargain Price **$57.50**

6½x8½ View Camera with 24-inch bellows. Suggested only for copying. Three holders included in

Bargain Price **$12.50**

16x20 Heavy Print Frame with Glass.

Bargain Price **$5.50**

Pair of 14-inch Condensers in book type wood mount. Condition equal to new.

Bargain Price **$65.00**

8x10 B&L Projection Printer. Wired for Cooper-Hewitt M-Tube, fast and convenient in operation.

Bargain Price **$65.00**

Beattie Hollywood Hi-Lite Twin Arc on portable stand with castors. Requires no special wiring.

Bargain Price **$35.00**

20" Lakeside Hand Wringer. This is a heavy duty type of wringer operated with a crank.

Bargain Price **$25.00**

Rubio Enlarging Easel, capacity 16x20 paper.

Bargain Price **$12.75**

BRONZE TABLE LAMPS

These are indirect light units of most modern design which are especially useful to photographers in their reception room, on the desk, or where coloring is to be done. The reflector also serves as a deflector and no actual light source is visible. Very easy on the eyes. Complete with choice of 75 watt frosted or daylight lamp and cord, switch and plug.

Bargain Price **$4.00**

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Pako Liberty Model Belt Dryer for Matt Prints and Fotostats. Thoroughly reconditioned. Electric heated model.

Bargain Price **$125.00**

3¼x4¼ R. B. Auto Graflex with case and adapter. No lens.

Bargain Price **$65.00**

4x5 R. B. Series B Graflex with Kodak Anastigmat F4.5 lens, film holder and magazine.

Bargain Price **$87.50**

STONEWARE TANKS

The few 42-inch Stoneware Tanks on hand are offered at bargain prices in order to make room for other stock. These are new tanks in their original crate and are the kind we have used in our own Finishing Department for the past 16 years without replacement or special attention. The bargain prices include a substantial reduction from the original.

	Inside Measurements			*Bargain Price*
	Length	*Width*	*Depth*	*Each*
2—18 gal.	10½ in.	9½ in.	42 in.	$21.00
5—24 gal.	14 in.	9½ in.	42 in.	27.00

A year to pay.

3¼x4¼ Graflex, Series C, with 6½-inch Cooke F2.5 lens and case and Focus Panel.

Bargain Price **$145.00**

4x5 Graflex B with F4.5 B. & L. Tessar, 6 Plate Holders and Case..... **$57.50**

Korona #2 Stand, shopworn, **$13.50**

20" Heavy Lakeside Handwringer **$25.00**

Elwood 16x20 Masking Easel for Enlarging. In condition like new.

Bargain Price **$20.00**

Eastman Flash Sheets No. 3. Excellent illumination for emergency use. (Not mailable.)

Bargain Price ..... **10c** a pkg.

Marshall Smokeless Flash Cartridge. Six cartridges to a box.

Bargain Price ..... **15c** a box



Window Display Cards as shown in the illustration. Printed in 3 colors. Size, 27x29 inches.

Bargain Price ..... **$ .35 each**

Halldorson 4-Unit Studio Lamp and Stand. No. 4 flood lamps are suggested, or you can use 15 hundred-watt Mazda lamps.

Bargain Price **$98.50**

8x10 Copying and Enlarging and Reducing Camera with 60" bellows on special stand, making it quite similar to the Crown Copying Camera.

Bargain Price **$75.00**



Use KODABROM

FOR ENLARGEMENTS OF QUALITY

SPARKLINGLY BRILLIANT best describes the quality of Kodabrom's rich black tones. Its wide exposure latitude and speed of development make it easy to process, and you'll like its seven attractive surfaces, each in four stable contrasts. Place a trial order today. Eastman Kodak Company, Rochester, N. Y.

KODABROM **FOR FINER COMMERCIAL ENLARGEMENTS**



For Better Results IN ANY WEATHER

EASTMAN Super Ortho Press Film, with mor than three times the speed of Ortho Press, dispel the fear of dull or rainy day assignments. Extrem speed, however, is only one Super Ortho Pres quality. It has fine grain, exceptional gradation develops rapidly, is antihalation, physically harc ened, and can be inspected during development Try it for outdoor work or better quality Photo flash shots.

EASTMAN SUPER ORTHO PRESS

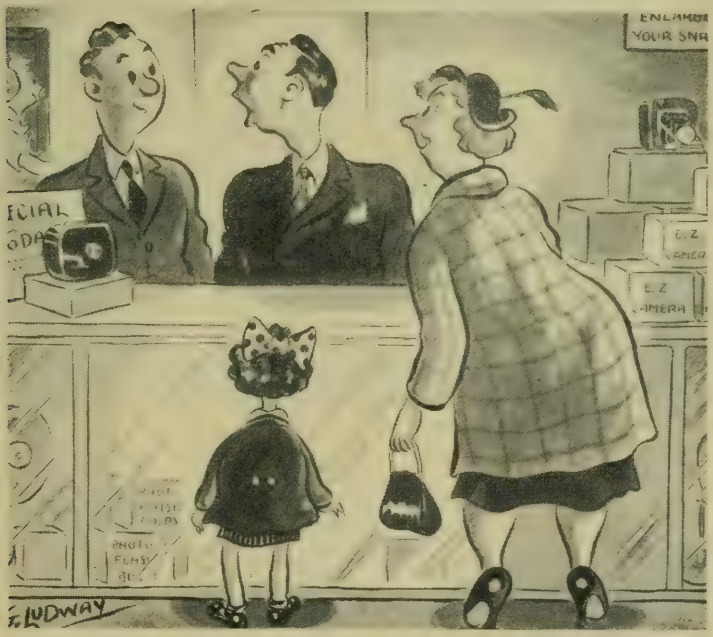
FOR BETTER COMMERCIAL OR NEWS PICTURE

SPECIAL COLLECTIONS

THE FOCUS

Published Monthly in the Interests of Professional Photography

VOL. XV MARCH, 1939 NO. 3



"Have we a teeny weeny camera for a teeny weeny girl who likes to take teeny weeny pictures?"

(THE PHOTOGRAPHIC DEALER)

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SAN FRANCISCO



"THE PROBLEM"—Exhibited 17th Los Angeles All-American, Sept. 1938

Barton Bachr
3708 Ramona
Riverside, Calif

Solving a Problem—



The problem: Obtaining projection prints that faithfully record all the fine qualities in your negative. The solution: Velour Black!

Velour Black's popularity among leading camera artists is indicated by its consistent appearance in photographic salons. You may not exhibit —but you still want enlargements you'll be proud to show. Give Velour Black—the most versatile of all projection papers—a trial. You'll be delighted with results.



DEFENDER PHOTO SUPPLY CO., INC., ROCHESTER, N.

THE FOCUS

Prepared and Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE
239 Grant Avenue, San Francisco
The Largest Independently Owned Photo Supply House in the West

VOL. XV MARCH, 1939 No. 3

INTRODUCING—
EMORY BOUGHTON



Emory Boughton is a photographer who believes in the opportunities offered in small communities, if successfully served. He is a native of Galena, Kansas. His father was a mine operator in the vicinity of Joplin, Missouri.

It was back in 1910, or thereabouts, when young Boughton made his first contact with photography. It was at Mount McGregor, New York, where he spent a year photographing groups of people and making local views to be sold to tourists.

Later we find him back in Galena, and then in Joplin, where he was active as a commercial photographer. Among his interesting experiences was an assignment as field photographer for Henry L. Doherty Oil Company, photographing the actual property and potential assets of the mid-continent field. This work caused him to thoroughly cover Oklahoma, Texas and neighboring states.

His continued traveling is further shown by his Masonic affiliation at Augusta, Kansas, and membership in the Fraternal Order of Eagles in Watsonville, Cal. His present studio is located in Tracy, where he serves the community and surrounding territory. In the studio he is assisted by Mrs. Boughton. The Boughtons have one daughter, Carmen, who lives at home, and another daughter who lives in Gilroy. Mr. Boughton seems to be well posted on modern photographic methods, and his plans for the future indicate a complete grasp of what is expected of the modern photographer.

←❖→

Should any kindly soul, my dears,
Assist you in this vale of tears,
Be sure to show him gratitude;
For who that is not base and rude
Would grudge a pleasant word or two
In giving thanks where thanks are due?
Besides, there is no telling when
You might need help from him again.

←❖→

Our business in life is not to get ahead of other people, but to get ahead of ourselves. To break our own record, to outstrip yesterdays by todays, to bear our trials more beautifully than we ever dreamed we could, to whip the tempter inside and out as we never whipped him before, to give as we never have given, to do our work with more force and a finer finish than ever —this is the true idea—to get ahead of ourselves.

—Elbert Hubbard.

←❖→

The great highroad of human welfare lies along the old highway of steadfast well-doing; and they who are the most persistent, and work in the true spirit, will invariably be the most successful. Success treads on the heels of every right effort.

—Samuel Smiles.



There are so many different processes, giving such a variety of results, that it is often difficult for a photographer, engrossed in his own business, to decide just how to mount his prints. In *Gross* mounts is a complete answer, because *Gross* looks to the future as well as today. Trends may pass but the fundamental artistry in *Gross* mountings will keep them correct.

Send for an illustrated circular describing them.

THE GROSS PHOTO SUPPLY CO.
MANUFACTURERS TOLEDO, OHIO

Canadian Agents: W. E. Booth Company, Limited, Toronto, and Montreal

New and Improved General Electric Mazda Photoflash Lamps

THREE new types of G. E. Flash Lamps have been announced. These include two new Mazda Photoflash Lamps, which have been designated as Synchro Press, Nos. 11 and 16, and a radically improved No. 7. Nos. 7 and 16 are aluminum wire lamps designated primarily for press photography. They have features which make them ideal for this service—small bulb size, extra long flash duration, unexcelled uniformity of timing, inside and outside protective lacquer, etching on end of bulb for quick, easy identification, and low-current, quick-burnout filament. No. 11, a companion foil lamp for Synchro Press No. 2, is also recommended for press as well as for general flash photography.

While Synchro Press No. 7 bears the same number as the A-15 bulb wire-foil lamp announced last spring, it has an entirely different construction, which results in radically different and improved characteristics.

Improved Time-Light Characteristics

One of the outstanding features of the new wire lamps is their extra long flash duration and high sustained light output over a range of synchronizer adjustments. As verified by thousands of pictures taken by the Nela Park Engineering Department, uniformly dense negatives are obtained with synchronizers adjusted to the fastest and slowest settings likely to be encountered in service.

The No. 11 lamp, made with special treated foil, also has a long flash duration and uniform timing, and is an excellent lamp both for general amateur use and for synchronization. It provides the further advantage of contact flashing when used in groups.

Protective Lacquer

Nos. 7 and 16 lamps are coated both inside and outside with a new lacquer which affords maximum protection for photographer and subject. The outside lacquer virtually eliminates bulb scratches, since no glass surfaces can rub together in the press photographer's carrying case, and minimizes glass cracks and checks. The special lacquer coating on the inside of No. 11 makes it one of the strongest lamps.

Flashing Voltage

Photoflash Lamps Nos. 7 and 16 should be flashed on battery only. They should not be flashed from regular lighting circuits. The recommended minimum is three volts (2 cells). No. 11 may be flashed on from 3 to 125 volts, A.C. or D.C.

Quick-Break Filaments

All of the new lamps have filaments which burn out instantly after closing the circuit. The improved igniting element of Nos. 7 and 16 lamps insures uniform flashing even with batteries which may have become weakened.

(Continued on Page 7)



Perfect Portraits Possible With

MINER'S

Foto-Matic

MAKE-UP KIT

for Black & White Photography

Now, you can produce photos that really please and flatter; that give the thrill of perfection. No more ugly shadows or skin imperfections to spoil careful takes. Eliminate retouching—avoid retakes.

Create matchless portraits by using the proper facial make-up. It's easy, simple and quick.

Kit Contains:

5 shades Foto-Matic Make-up	2 Puffs
3 shades Lining Colors	Cold Cream
2 shades Face Powder	Eyebrow Pencil
2 shades Lip Rouge	Cleansing Tissues

Booklet, "MAKING UP FOR THE CAMERA" and Full Instructions in each Kit.

Price $2.00

New Ansco Papers

Agfa-Ansco announces two new papers. Cykon is intended for contact prints, and Cykora is intended for enlarging. Both papers will be supplied in No. 1, No. 2, and No. 3 contrast grades on double white stock. Momentary review of the various attractive surfaces will convince you that the new papers are suitable for practically every photographic purpose.

Cykon Surfaces

Kashmir White — Kashmir Ivory — Royal White
Crystal White — Silk White

Cykora Surfaces

Kashmir White — Kashmir Ivory — Porcelain White — Porcelain Ivory
Silk White — Royal White — Fabric White — Crystal White

Order from **HIRSCH & KAYE**

New and Improved General Electric Mazda Photoflash Lamps

(Continued)

SPECIFICATIONS

	Synchro Press No. 7	Synchro Press No. 16	Synchro Press No. 11
Service	Press	Press	General & Press
Construction	Wire	Wire	Foil
Light Output (Lumen Seconds)	25,000-30,000	40,000-45,000	18,000-22,000
Flashing Voltage	2 or more dry cells	2 or more dry cells	3 to 125 volts
Bulb	A-15	A-17	A-15
Base	Med. Screw	Med. Screw	Med. Screw
List Price	18c	20c	15c
Schedule	Photo	Photo	Photo
Std. Package Quantity	60	60	60

Bulb Etching

The monogram and lamp number on the wire lamps has been placed on the end of the bulb, which allows the photographer quickly and easily to identify the lamp. The disc in the neck of No. 11 carries the monogram and lamp number.

Availability

All three lamps are available March 1st, but the supply of lamps Nos. 7 and 16 will be limited for a while.

Craftsman Enlargers

There appears to be some confusion with reference to the form of focusing device installed on the popular Craftsman Enlarger. Recent illustrations show a rod and focusing device which is different from the actual equipment.

The manufacturer explains that they had hoped to provide a different form of focusing mechanism and actually made a model, which was used for the illustration to which we refer. However, in actual use the original style was found much more convenient and easy to use and the attempted improvement was dropped. Actually there has been no change in the design of this equipment. The new leaflets will illustrate the product as we have previously shown it in THE FOCUS.

Champlin 16 Developer

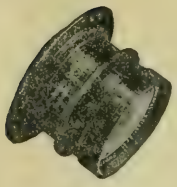
Users of Fine Grain Developer will be interested to know that Hirsch & Kaye are regional distributors for the chemicals required for the now popular Champlin No. 16 formula. We can supply the prepared developer in liquid form or the ingredients if you prefer to mix your own.

Camera Shop owners can obtain their requirements from our stock.

←⁘→

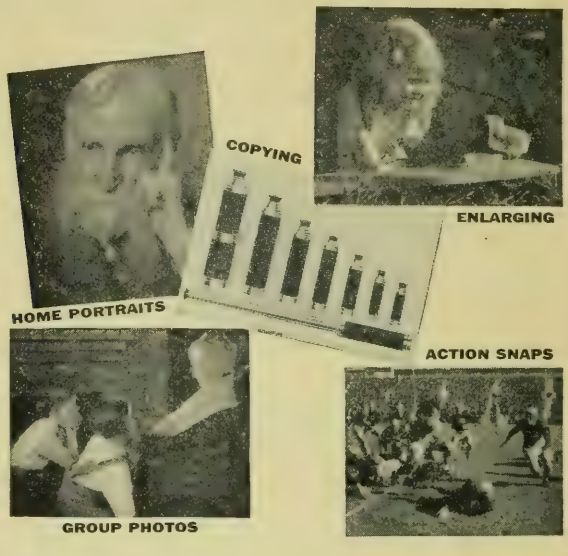
Among the first visitors to arrive in San Francisco to be present at the opening of the Exposition was **Mr. Drankoff** of Redding who spent two days at the Fair.

A COMPLETE SET OF LENSES



—ALL IN ONE

WOLLENSAK VELOSTIGMAT SERIES II f4.5



With the Wollensak Velostigmat Series II *f*4.5 your one camera virtually becomes five separate instruments.

Compactness and true perspective for home portraiture. Flat field for group photos. Speed for action snaps. And so fine optically that it is regularly used for copying and enlarging.

***FOR portraits - groups - children's photos commercial work - architectural - action shots copying - enlarging - landscapes**

If you can afford only one lens, but have a wide variety of photographic interests—you want this Velostigmat. Try it at our risk.

WRITE FOR LITERATURE

WOLLENSAK OPTICAL CO., ROCHESTER, NEW YORK

WOLLENSAK

Prize Winners

FOLLOWING close upon the capture of major honors in the exhibit of the New York Press Photographers' Association for the third consecutive year, Graflex-made cameras scored a fourth grand slam in the Annual National News Picture Contest sponsored by Editor & Publisher. All five of the prizes offered this year for outstanding news pictures made during 1938—and every one of the ten Honorable Mentions—were won by photographers using Speed Graphic cameras.

By making a clean sweep of this year's competition, Graflex-made cameras have the unique distinction of having made every one of the 35 prize-winning pictures since these events were inaugurated in 1936.

Following a precedent inaugurated last year by the Folmer Graflex Corporation, each of the five winners of this competition has been presented with the Graflex Press Photography Award. This award, symbolized by a gold, diamond-studded watch charm, went to the following photographers: Ray Howard of the New York Journal and American who won first prize with his picture "Death on Fifth Avenue" taken with his 4x5 Speed Graphic; Howard Jones of the Knoxville (Tenn.) Journal who won second prize with his picture "No Pictures" taken with his 4x5 Speed Graphic; Charles Haacker of Acme Newspictures who won third prize with his picture "The Warde Suicide" taken with his 4x5 Speed Graphic; Ralph Morgan, a free lance photographer of Newark, N.J., who won fourth prize with his picture "Thomas Egged Out" taken with his 4x5 Speed Graphic; and Charles Corte of Acme Newspictures who won fifth prize with his picture "Conflagration" taken with his 3¼x4¼ Speed Graphic.

All the photographers receiving Honorable Mention also used Speed Graphic cameras. Listed in alphabetical order, they are as follows: Fremont Davis of Science Service; Edward Farber of the Milwaukee Journal; Jack Frank of the New York Herald Tribune; Hal Jensen of the Los Angeles Examiner; Harry Poague of the Minneapolis Journal; Rolland R. Ransom of the Detroit News; Harry Saltzman of the Philadelphia Record; Samuel Schulman of International News Photos; John S. Thompson of Acme Newspictures; and Carl Thusgaard of Acme Newspictures.

The Folmer Graflex Corporation points out that the Awards are given solely as recognition to prize-winning photographers who make dramatic, story-telling newspictures and that eligibility for them in no way relates to the kind of camera equipment used.

Hypo Sharp

Perfected by the manufacturer of See-Sharp and similar accessories, this new item is a delicate test for hypo. It is twenty-five times as sensitive as the orthodox premagnate test and is rapid in results. The outfit consists of one ounce of regent sufficient for 500 tests and two graduated tubes.

Price, $1.00

Dealer orders invited

PHOTO SUPPLIES

You can buy anything you need from one dependable firm.

Try HIRSCH & KAYE *first*

WOLFF'S CARBON PENCILS

These pencils leave a dead black mark without lustre. An ideal medium for spotting black and white prints. In five degrees—H, HH, B, BB and HB. 20 cents each, or $2.00 a dozen. Grade 3B, 35 cents each, $3.75 a dozen.

HIRSCH & KAYE
have them.

STERLING TANK OUTFITS

SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output. Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



2 SIZES
12, 19 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
COMPACT
DURABLE
EFFICIENT

The best by test.

A. K. DILDILIAN

Complete
Negative Alteration
Service

339 NORIEGA ST. SAN FRANCISCO
OVERLAND 6820

RETOUCHING

Many Years of Experience

Prompt Return

WALTER BEARDSELL
179 O'FARRELL ST. SAN FRANCISCO

Photographers

Write for 1939 Catalog and price list, genuine oil portraits—pastels, or rebuilt damaged portraits.

Convex glass and portrait frames.

VICTOR PORTRAIT COMPANY
752 - 13TH STREET, OAKLAND, CALIF.

Putz Pomade

Oldtime photographers will quickly recognize this product as a standard article for many years. It is a smooth working abrasive used for local reduction, and readily finds its place in every workroom. A tin of generous capacity will be sent at price of only 25 cents, sufficient for several hundred applications. Place your order today.

Prospectus Now Available for 1939 Winona School of Photography

EVERY summer, at its property at Winona Lake, Indiana, The Winona School of Photography (an activity of The Photographers' Association of America) presents two courses in photography. Last year the large school building was completely remodeled and considerable new equipment was added; this year work has started on the construction of an outdoor garden studio on recently purchased additional property and it is expected that at least part of the garden will be available for this year's courses. Further improvements are being made in the building and still more equipment is being added.

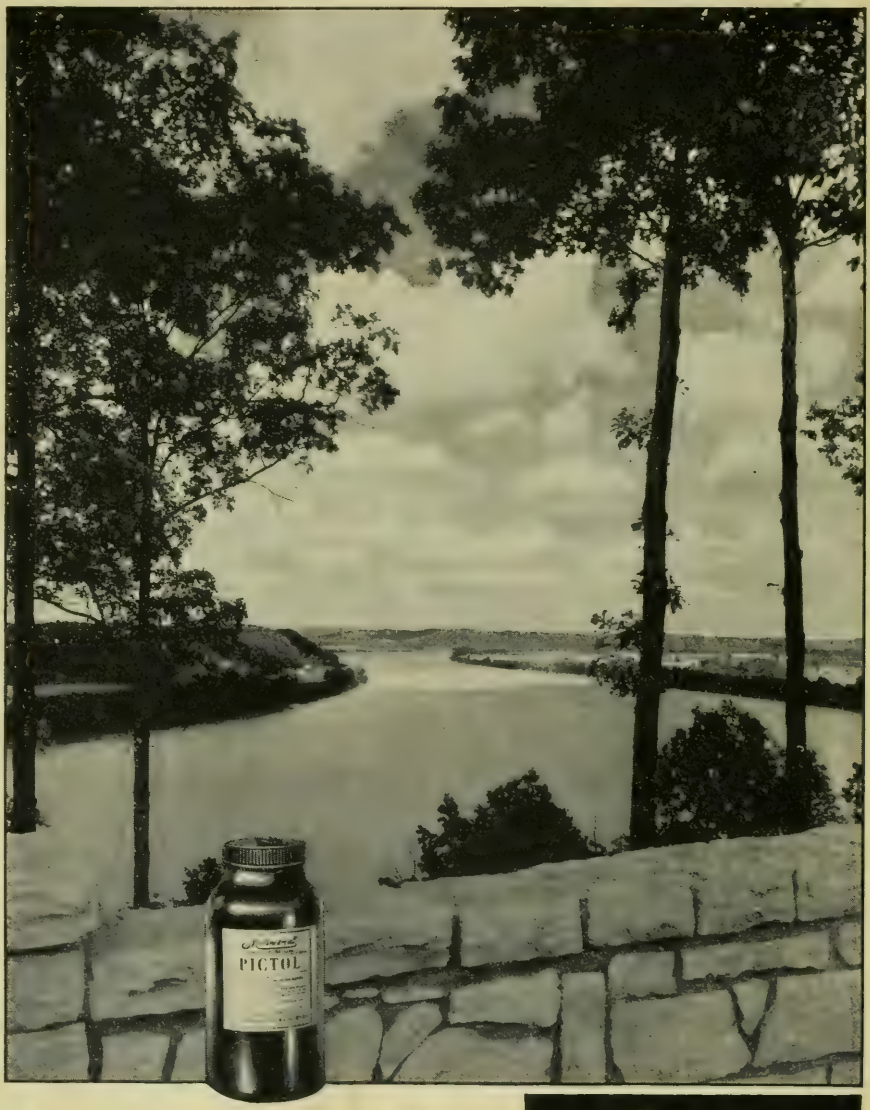
The Commercial Course dates are June 26 to July 22, inclusive. Tuition fee is $75.00, with a limit of 60 students. The faculty for this course, which has been considerably expanded, includes: Edward J. Cook of the Kaufmann & Fabry Studios, Chicago, instructor-in-chief; Giovanni Suter, Chicago, associate instructor; Victor Keppler, New York City, guest instructor in illustrative and advertising photography; Ken Hedrich of the Hedrich-Blessing Studios, Chicago, guest instructor in architectural and industrial photography; Hubert Ropp of the Chicago Art Institute, instructor in art and composition; Mac F. Whalen of the Detroit Free Press, instructor in news photography; Karl C. Wipperman of Underwood & Underwood Illustration Studios, Chicago, instructor in photo-retouching; Mrs. Mary Larson of Webster Bros. Laboratories, Chicago, instructor in blocking-out, preparation of negatives and commercial coloring.

Dates of the Portrait Course are July 25 to August 19, inclusive, and the tuition fee is also $75.00, with a limit of 85 students. The faculty for this course, also increased, includes: William Gerdes of New York City, Director of the School; Mrs. Helen Sheldon Gerdes, associate instructor in camera room work and instructor in business administration and cost finding; Fred R. Bill, Cleveland Heights, Ohio, guest instructor in home portraiture of children and in white backgrounds; George J. Kossuth, Wheeling, W. Va., guest instructor in low key portraiture and composition; Mrs. Eva L. Briggs, Hinkston Studios, Detroit, Mich., guest instructor in sales promotion and reception room problems; Mrs. Charles L. Pyke, Peoria, Ill., instructor in retouching; Miss Martha Pyke, Peoria, Ill., instructor in coloring.

Laboratory work for both courses is in the hands of technicians from the Eastman Kodak Company, Rochester, N.Y. Beginners are not accepted for either course, a pre-requisite for admission being a year's experience in a professional studio or its equivalent. Application for admission must be made on the questionnaire and form which is a part of the prospectus. Copies of the prospectus will be sent promptly, without charge, to all who are interested, upon request to the executive manager, P. A. of A., 520 Caxton Bldg., Cleveland, Ohio. Much more is included in both courses than this very brief description indicates, but the prospectus tells the whole story and answers every question a prospective student might ask, including the matter of living expenses at Winona. Prompt action is necessary as the limit of students in each course is established to insure sufficient individual instruction for all, and when the limit is reached no more can be accepted. More students apply each year than can be accommodated.

"Mallinckrodt Chemicals Exclusively"

CAUFIELD & SHOOK



This excellent view, framed with trees, taken near Hawesville, Ky. 8x10 Eastman View Camera, B. & L. Protar Lens, Stop F-32, Exposure ½ second, with "A" Filter, Super-Sensitive Panchromatic Film, tank developer, Pictol*-Hydroquinone. "All Chemicals used were Mallinckrodt, which we use exclusively," wrote Mr. Frank W. Shook.

*Trade Mark Reg. U. S. Pat. Off.
Photo copyrighted by Caufield & Shook, Louisville, Ky.

Mallinckrodt
CHEMICAL WORKS
SECOND & MALLINCKRODT STS.
ST. LOUIS, MO.
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NEW YORK, N. Y.

CHICAGO PHILADELPHIA TORONTO MONTREAL

Master Photo Finishers Meet

THE Northern California division of the Master Photo Finishers completed a very successful convention held in Oakland March 16, 17, 18. Originally announced as a two-day convention held under the direction of the Master Photo Finishers, the convention became enlarged as plans were completed and resulted in a three-day meeting in which the Photographic Dealers Association jointly participated.

The scene of the convention was the Hotel Leamington, where adequate space was available for display of gadgets, accessories and equipment. Suitable lecture room space was conveniently available. The first speaker on Friday afternoon was Louis A. Gretz, executive secretary of the Drug Bureau of Southern California, who spoke with authoritative information on "Fair Trade Practice" and its relation to the finishers and his accounts. He was followed by R. J. Wilkinson, executive manager for the national organization.

The outstanding event was the dinner dance and entertainment, in which 210 members and friends participated. This affair reminded one of the national convention. The convention was resumed the next morning and included addresses by Harold L. Derby (brother of our Bob), plant manager for Pako Photo Service, and William J. Winter, who spoke on the value of organization. During the afternoon Mr. Wilkinson again spoke on "Photo Finishing and the Photographic Dealer," and Mr. Albert F. Hogle, director of research for Photo Finishing Institute, New York, likewise appeared on the program.

It was interesting to notice the people who came from distant points. We recall a photographer from Texas and one from Spokane, Washington. San Diego and Pomona, we recall, were represented, and Mr. Brainerd and his son from Grants Pass, Oregon, were present. Needless to say, photographers from more nearby communities were much in evidence. The total registration of visitors and manufacturers and stock house representatives was 178.

Education Test

IN an article about the late John Grier Hibben, president of Princeton University, an old graduate recalled a remark of his to the effect that perhaps the test of an education came when a man was thrust into a position of novelty, uncertainty or danger and that under such a strain an educated man should not lose his head.

We have had many examples in recent years of men who presumed to be educated, yet who lost their heads when they found themselves in a novel position.

Moral and intellectual education is not the exclusive product of colleges. The college graduate, because he is equipped with more knowledge of the past and because his mental faculties have been disciplined, should have some advantage over the unschooled individual.

The rule, however, is not invariable. Without schooling, some men endowed with great natural capacity can ferret their way through new and baffling problems. They can be trusted not to lose their heads.

The greatest undeveloped territory in the world lies just under your hat.

Gevaluxe
Velours

THIS new, *patented* paper is so totally different from any other that it beggars description. To appreciate its revolutionary character, you must inspect an actual print, and see for yourself the extraordinarily stereoscopic effect which Gevaluxe lends to a picture. Prints may be seen at Hirsch & Kaye's, San Francisco.

The Gevaert Company of America, Inc.
6368-70 Santa Monica Boulevard
Los Angeles
New York—Chicago—Toronto

Hirsch & Kaye carry all Gevaert Products

Photo Lamps Sold At Retail

EFFECTIVE March 1, a new set of prices was announced to apply to Mazda (G.E.) Photo Lamps. We particularly notice the reference to schedule of discounts by which we see that all flash lamps sold to non-professional photographers are to be billed at list price in any quantity. Because there has been a tendency to quote discount in lots of six, even on strictly retail transactions, we think the announcement is of sufficient importance to bring it to your attention. Many of our readers sell flash lamps to their retail trade, and we are further reminded that the new prices are national and are to be observed by all dealers under penalty of loss of distribution.

←⁂→

Kodalith D-85 Developer

In the very near future we will be in a position to furnish an improved Kodalith package developer which is superior to the former D-85 developer. The improved formula has no formaldahyde, keeps better in solution form, has longer development life and does not deteriorate in package form. The developer is available in one gallon cans at price of 70c or in containers sufficient to make five gallons of solution at price of $2.75.

←⁂→

Thelma Thoreson, Alturas photographer, and her family, came to San Francisco to be present during the opening days of the Fair.

* * *

Alfred Green, Commercial and School photographer, in Oakland, died February 16 after a prolonged illness. He was 64 years of age and had been a photographer for 45 years. The business will be continued by his son.

Chromatone

THE Defender Trade Bulletin for February is unusually interesting because of the information given to us on Chromatone and Color Photography. Two excellent intrical color illustrations are featured. Photography in color is something that all photographers must recognize as something that is here to stay, just as surely as developing paper succeeded printing paper.

Anyone desiring a copy of the Defender Trade Bulletin, with information on Chromatone and many other useful suggestions, can obtain a copy by writing to Hirsch & Kaye.

←⁂→

Keystone Prices

Effective March 15 the price of Keystone equipment was reduced as follows:

K-8 Camera with F3.5 lens	$26.50
K-8 Camera with F2.7 lens	34.00
K-8 Camera with F1.9 lens	57.00
S-25 Slide Projector	29.95

You will notice the price changes include the Keystone Slide Projector and focusing unit for use in 2x2 slides. The slide projector, like cameras, are in stock for immediate shipment.

←⁂→

The new Kodak "35's", all American-made cameras, can be synchronized with the Kalart Micromatic Speed Flash. This new line of Kodak cameras, fitted with Kodamatic or Diomatic shutters, take the regular Compur Rapid Micromatic Speed Flash, which attaches with a Kodamatic fitting; no fuss, no bother.

←⁂→

A few bubbles in a photographic lens do no harm whatsoever, and usually indicate the glass in the lens is of good quality.

"Sussman Mounts are Paramount"



VAUGHN EASELS

Here's another of the NEW 1938 STYLES, which the SUSSMAN CO. is offering through your dealer. When you use this line, you are not only getting the best that is to be had in stocks and workmanship, but in fine styling, and in addition, this line is made in the horizontal sizes, in the sizes which will help you to use just one line for your entire school work.

Gloss Coated Stocks **Serrated Edge Underlay**
Gray and Silver **Neutral and Gold**
3-Piece Slip-Under Easel
Large Outside Sizes

Outside Size	*Print Size*	*Price per 100*
4⅞x 6⅝	3x4	$ 6.00
5⅜x 7⅝	3x5	7.50
6⅞x 6⅛	5x3 GR.	8.00
6⅛x 9	4x6	9.00
7⅞x 6¾	6x4 GR.	9.50
7⅛x10⅛	5x7	10.00
8⅞x 7⅝	7x5 GR.	10.50

BRANDON EASELS

Modern technique, expertly applied, is evident in this new line of easels, which represents just one of the new, fine lines which the SUSSMAN CO. is offering to the photographic trade for the NEW SEASON OF 1938.

Gloss Coated Stocks **Serrated Edge Underlay**
Oversized
Gray and Silver **Neutral and Gold**

Outside Size	*Print Size*	*Price per 100*
4⅞x 6⅝	3x4	$ 6.00
5⅜x 7⅝	3x4½	7.50
6⅛x 9	4x6	9.00
7⅛x10⅛	5x7	10.00



Manufactured by A. SUSSMAN & CO., Philadelphia, Pa.

Remember . . .
We will sell you ***any*** quantity of these mounts in any size.

Order from
HIRSCH & KAYE

IN STOCK FOR IMMEDIATE SHIPMENT



The Jack Powell Viewing Glass

THE JACK POWELL VIEWING GLASS is the connecting link between the human eye and the sensitive film.

Any object reflects back various degrees of light intensities from its surfaces. The point of greatest brilliance and reflecting surface will be the high point of light in a negative. The greatest point of shadow, that portion of an object which receives the least amount of light, will be the low light area, or the thin portion of a negative. An object receives proportionately equal amounts of light over its entire surface, yet, due to the different degrees of light absorption and reflection, the amount of light reflected back will *not* be equal, and the result will be different tone values which will record as varying shades of greys in the negative emulsion.

Between the brightest highlight and the deepest shadow is a range of intermediate halftones. These halftones make up the modeling and texture of the photograph.

The unaided eye sees the different intensities of light contrasts in a broader scope. The highest point of light, and the darkest shadow areas as well, are immediately seen. The eye overlooks the "in-between" middle tones and luminous shadows unless artificial aid is supplied. THE JACK POWELL VIEWING GLASS supplies this need. Looking through the glass it will immediately be seen that the entire picture plane has been toned down to a low key. Those portions of the picture which will be recorded as black and very dark on the film will appear as such to the eye. Middle tones stand out in greater prominence, and the strongest highlights are easily discerned. Where the unaided eye is deceived by the *color* contrasts of an object, THE JACK POWELL VIEWING GLASS so neutralizes the colors as to make it possible to read the light values in monochromatic tones.

Harsh, contrasty lighting, as seen by the negative, will now be perceptible to the eye; cast shadows on undesired portions of light areas will be accentuated. Points of great contrast, which make a print "spotty," will be seen and, if objectionable, may be softened or entirely eliminated. Likewise, the contrasty lighting and undesirable shadows may be controlled by moving the light sources and studying the effects through THE JACK POWELL VIEWING GLASS.

This glass may be used for both panchromatic and orthochromatic emulsions; for interior or exterior work. It is as indispensable as an exposure meter for black and white and natural color photography. It is not a filter, and should never be used for filtering purposes.

Price, in protective rubber mounting, $2.00. *Order today.*

New Lens Equipment For 2¼x3¼ Speed Graphic

In addition to the Zeiss, Bausch & Lomb, and other lenses previously announced, we now announce the 2¼x3¼ speed graphic with Kodak Ektar F3.7, 4⅛-inch lens Compur-Rapid shutter, including one cut film holder, and choice of Graflex or Graphic back. The price is $132.00.

In view of the indefinite shortage of Zeiss F3.5 lenses, the Ektar lens is announced at the right time.

New Kodaloid Printing Mask

The steadily increasing popularity of the Bantam Kodak has resulted in an additional printing mask made for negatives produced in the Bantam Kodak. The new mask is designated No. 18, measures 4 x 6 inches outside measurements, with opening 1-1/32 inches by 1½, and is priced at 15c. We suggest you promptly add a No 18 mask to your printing equipment.

←❖→

Price Reduction

New reduced prices on Eastman professional film are now effective. Before you become unduly excited over this announcement, we explain that the new prices apply to sizes 11 x 14 and larger. Reduction applies to the par—Speed, Process, Panchromatic and wash-off relief film. The new prices will gladly be sent if you will tell us the size and grade you use.

←❖→

Car and Window Sticker

Through the courtesy of the Gross Photo Supply Company, we are able to offer to photographers an effective gummed sticker 2½ x 13 inches, which reads, "Be Photographed At Your Family Studio." These can effectively be used on the rear window of your automobile and similar places. The black printing on Canary colored stock is effective. We will be glad to send these on your request.

EXPERT COLORIST

Prompt Service ✓ Prices Reasonable

Special attention to Mail Orders

PARK STUDIO

651 KEARNY ST. SAN FRANCISCO

GArfield 4621

FOR SALE

Attractive ground-floor studio doing portraits, finishing and commercial work. Valley town, low rent, no competition.

MARIAN MAILE

Box 56 Lincoln, California

←❖→

FOR SALE

Leading modern photographic studio in town, population of 275,000, in Southern California. Necessary to dispose of studio because of other business opportunities pressing and liquidating of estate. Studio beautifully furnished and assortment of cameras, equipment, etc. Will sell for $4,000. Communicate.

MRS. MAXWELL

217 Commonwealth Building

San Diego California

←❖→

It is hard to get white paper wide enough for a background for large objects. Furniture, for instance, in commercial photography.

Newsprint paper comes in rolls approximately five feet wide. Newspaper plants always change rolls while there is yet several hundred feet of paper on the core. You can usually wrangle this "waste" away from them, if you promise to return the core. Anyhow, it's worth trying.

←❖→

A clean, efficient and generally all around way of using glue or adhesive in the mounting of a large number of photographic prints is to secure a medium-sized oil can, with about a two or three inch spout, such as is used in oiling machinery or the kind that comes with your automobile. Thin out the glue and fill the container, then apply the glue to your prints or mounts by pressure of thumb on bottom of can.

This container is also very useful for retouching dope, used in the same manner.

Champlin Chemicals

FINE GRAIN DEVELOPERS

	List Prices
Champlin Formula No. 16, Pints, Concentrated ..... ea.	$1.50
Champlin Formula No. 16, Miniatures, 6 to a box ..... box	1.50
Champlin Formula No. 16, Kits ..... ea.	1.75
Champlin Formula No. 15, Qt. Compacts ..... ea.	1.25
Champlin Formula No. 15, Qts., Liquid ..... ea.	1.90

ACCESSORIES FOR FORMULA NO. 16

Champlin Rapid Fixer, Pt. Bottle ..... ea.	.50
Champlin Liquid Acid Hardener, 4-oz. ..... ea.	.25
Champlin Liquid Acid Hardener, 8-oz. ..... ea.	.35
Champlin Liquid Acid Hardener, 16-oz. ..... ea.	.50
Sodium Sulphite CSC, 1 lb. ..... ea.	.30
Sodium Sulphite CSC, 5 lbs. ..... ea.	1.20

CHEMICALS USED IN PREPARING FORMULA NO. 16

	List Prices—ea.		List Prices—ea.
Chlorhydroquinone, 1 oz.	.60	Tironamin "C", 4 oz.	1.50
Chlorhydroquinone, 4 oz.	1.85	Sodium Sulphite CSC, 1 lb.	.30
Chlorhydroquinone, 1 lb.	6.50	Sodium Sulphite CSC, 5 lbs.....	1.20

ACCESSORIES FOR FORMULA NO. 15

	List Prices
Champlin Liquid Acid Hardener, 4 oz. ..... ea.	.25
Champlin Liquid Acid Hardener, 8 oz. ..... ea.	.35
Champlin Liquid Acid Hardener, 16 oz. ..... ea.	.50
Chrome Alum, 1 lb. ..... ea.	.30
Sodium Bisulphite, 1 lb. ..... ea.	.35

MISCELLANEOUS PRODUCTS

Champlin Film Dryer, 12 oz. Bottle ..... ea.	.60
Champlin Film Cement for all kinds of film (For laboratory use only) 1 pt. ..... ea.	2.00
Champlin Film Cleaner, 4 oz. ..... ea.	.60
Champlin Liquid for Removing Stains ..... ea.	.50
Glacial Acetic Acid 99½%, 1 lb. ..... ea.	.50

CHAMPLIN PAPER DEVELOPERS

Salon Developer, Qts. ..... ea.	1.50
Standard Developer, Qts. ..... ea.	.90

GENERAL CHEMICALS

	List Prices—ea.		List Prices—ea.
Pyrocatechine, 1 oz.	.60	Glycin, 1 oz.	.60
Pyrocatechine, 4 oz.	1.85	Glycin, 4 oz.	1.50
Pyrocatechine, 1 lb.	6.50	Paraphenylene Diamine, 1 oz...	.60
Amidol, 1 oz.	.60	Paraphenylene Diamine, 4 oz...	1.50
Amidol, 4 oz.	2.25		

HIRSCH & KAYE—*Distributors*

Dealer Orders Invited

WABASH SUPERFLASH

A Complete Line for Every Photographic Purpose

	No. 0	No. 1	SPECIAL PRESS 40M	No. 2	No. 2A	No. 3A	No. 3
Total Light Output →	23,000 lumen seconds	30,000 lumen seconds	40,000 lumen seconds	56,000 lumen seconds	75,000 lumen seconds	100,000 lumen seconds	140,000 lumen seconds
Flash Duration →	1/30th sec.	1/25th sec.	1/22nd sec.	1/20th sec.	1/12th sec.	1/14th sec.	1/14th sec.
Time to Peak of Flash →	23 millisec.	21 millisec.	23 millisec.	25 millisec.	15 millisec.	27 millisec.	30 millisec.
Overall Length →	3-13/16"	3-15/16"	4-1/16"	4-3/4"	5-3/8"	5-3/4"	6-5/8"
Price →	**16¢**	**20¢**	**20¢**	**25¢**	**30¢**	**35¢**	**60¢**
To Case →	140	120	120	100	100	60	48

SUPERFLASH No. 0—Smallest flash bulb ever made. Has the same carefully controlled flashing characteristics as the other sizes. Ample illumination for open and shut shots with average films, and for synchronized use with faster films.

SUPERFLASH No. 1—Guaranteed for perfect, foolproof synchronizing at high shutter speeds. A small size packed with extra power, ideal for use especially with all minicameras, compur-type shutters.

SPECIAL PRESS 40,000—The professional "press" bulb especially designed to meet practically every requirement of the press photographer. Extra power "long-peak" flash compensates for improper synchronizer adjustments assuring perfect, high speed synchronizing. Longer "peak-light" flash for use with focal plane minicameras. Carefully controlled timing and flashing characteristics assure positive uniformity from bulb to bulb.

SUPERFLASH No. 2—Standard size for use with all films and cameras for all photographic services requiring brilliant photographic illumination packed in a small handy bulb size. Timing and flashing characteristics closely controlled to assure positive uniformity. "Long-peak" flash provides safety zone synchronization area assuring perfect synchronizing even at highest shutter speeds. Ideal for color work, and the standard size recommended especially for use with focal plane minicameras. Its wide-peak flash with its longer duration of extra "peak" light allows ample time for the focal plane shutter to slide across the film while the light is at its peak.

SUPERFLASH No. 2A—Made with an unusually long "plateau-peak" flash exclusively for use with those larger focal plane cameras that could never before be synchronized and used for flash photography. The only flash bulb in the world that gets perfect, foolproof, high-speed synchronized action shots at speeds up to 1/1000th of a second with those larger focal plane curtains as on the 4x5" Graflex and Speed Graflex.

SUPERFLASH No. 3A—A new standard commercial size that is recommended for every professional and commercial use, and for color photography. Packed with extra power and greater effective illumination in a "high-peak" flash of long duration, ideal for synchronizing high speed action that covers a wide area as, for instance, stadium sports, etc. Especially recommended for commercial photography in multiple flashing of wide area banquet shots, etc.

SUPERFLASH No. 3—A compact, professional size with a high-powered flash of greater intensity for covering large, wide areas with a single flash. For color work its improved color quality brings filter factors to a minimum. Timing and flashing characteristics controlled within closest precision limits to assume positive, uniform results from every bulb, especially when used in multiple flashing. Is in the same synchronization band as No. 2 and No. 3A, and can, therefore, be used very effectively in multiple flashing with these two sizes for required lighting effects.

HIRSCH & KAYE, ***Distributors***

1886 1939

WE ARE PROUD

OF OUR STAFF—63 loyal, experienced, conscientious people, most of them veterans in service, who make possible the highest form of helpful service, based on knowledge, understanding and sincere interest.

OF OUR BUSINESS—Photography ranks among the eight largest industries in this country. A photographer crystallizes into tangible, visible results the most precious of all sentiments, memory of our loved ones, and leaves a permanent record of things as they were and recollections of other days.

OF OUR ABILITY TO SERVE YOU—the largest assortment of photographic equipment and material west of Chicago, and facilities promptly and intelligently to serve you.

OF OUR CUSTOMERS—photographers, amateur and professional who appreciate the finer things in life.

You'll like our dignified service, at prices no higher than those charged by any dependable source of supply

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In our 53rd Anniversary year we thank our many friends for their past support.

We shall strive to merit your continued support in the future.

•

HIRSCH & KAYE

Largest Independently Owned Complete Photo Supply House in the West



American Beauty Rapid Mounter

The American Beauty Rapid Mounter was perfected to provide a dependable, inexpensive, and convenient-to-use mounter. Made by a nationally known manufacturer of electric heating appliances, satisfactory and enjoyable service is assured.

The electric heating element consumes 100 watts and is thermostatically controlled to maintain uniform temperature. Just right for the various dry mounting tissues. Notice the convenient design and position of the handle, the practical shape of the iron, the size of which is convenient for tissue of all sizes up to 8x10. Attractively finished in chrome with black handle.

Price, with Kink-proof Cord, $4.85

Especially suggested for use with

FOTOFLAT

The New Thermo-Plastic Dry Mount Membrane

which is available in all standard sizes,
in packages, gross lots and rolls.

Dealers are invited to place orders with us.

Silent Shutters

THERE was a time when the silent shutter was as much a part of a studio camera as a lens and focusing cloth. Time marches on, and now we find that the manufacture of these shutters has been discontinued.

Fortunately, we still have a fairly good stock of shutters and bellows devices, by which the blades are moved. We list the sizes still available, and if you like the silent shutter, and would like to continue the use of one, it is our suggestion you order a shutter of the desired size and keep it for the day when your present shutter will need replacement. The same applies to your supply of spare parts.

2	inch	opening	$ 6.00
2½	"	"	6.00
4	"	"	7.50
4½	"	"	8.00
5	"	"	9.00
5½	"	"	10.00
6	"	"	11.00

Remember, when these are sold, there will be no more.

←❋→

New Mazda Photoflood Lamp

The General Electric Company has announced Photoflood Lamp R2. It is a lamp with the power of the standard Photoflood Lamp No. 2, but designed like the so-called Mushroom Lamp. The new lamp has an illuminating angle of approximately 60 degrees and is so designed that the half of the lamp nearest the base serves as a reflector. Lamp R2 is a 500-watt lamp intended for line voltages from 105 to 120. At 115 volts the lamp has an average life of 6 hours. The price is $1.10 each, subject to the same conditions which govern the distribution of Photoflood lamps.

Sulfocyanate Is Thiocyanate

INCREASED use of a chemical frequently mentioned in formulas as Potassium Sulfocyanate, has prompted the Mallinckrodt Chemical Works to release an explanation as to the correct name for this chemical.

The correct name is Potassium Thiocyanate. The chemical formula is KSCN. Potassium Thiocyanate NFVI carries the word Sulfocyanate on the label. Potassium Thiocyanate AR labels do not have this explanatory word.

Both products are suitable for use in photographic formulas. Discriminating workers will specify AR grade, even though the cost is slightly higher. Both chemicals are available in one ounce, four ounce, and one pound bottles, but cannot be sent by parcel post.

←❋→

A Correction

On page 13 (it would be 13) of the FOCUS for February is a typographical error which would create the impression that the price of Kodachrome had been reduced. The reduction applies to Kodaks. The schedule of new prices to which the article refers is available, and will be sent to anyone who will send their request.

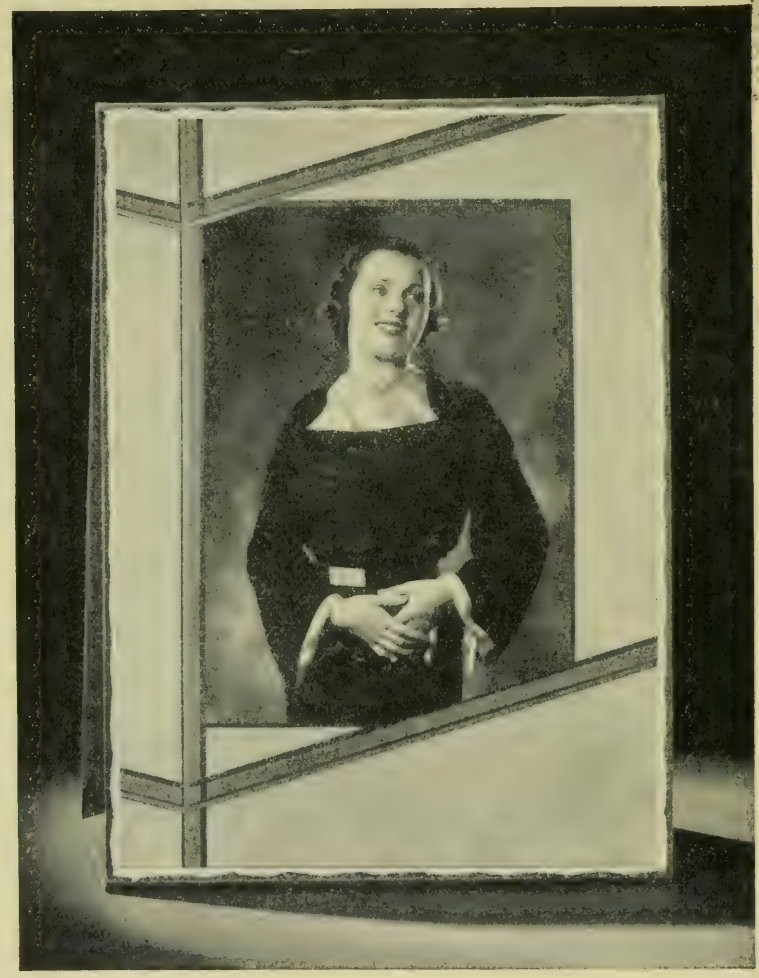
←❋→

The regular monthly meeting of The Associated Photographers of the Sacramento and San Joaquin Valleys was held in Oakdale March 11. The Flood Studio was host at a "T-Bone" steak dinner, which was followed by demonstrations made with Beattie lighting equipment.

←❋→

A good thing to remember,
And a better thing to do,
Is to work with the construction gang,
Not with the wreckin' crew.

Spring Styles



THE FLEETWOOD

This is one of our new styles—Cloud Gray insert—design in silver and gray tinting. Have your stockhouse salesman show you all of them, or order from your stockhouse—

SAMPLE OFFER S-11

Contains 7 Mounters - - - - - 35 cents postpaid

A splendid assortment to have at your sales counter.

EASTMAN KODAK COMPANY

[TAPRELL LOOMIS DIVISION] CHICAGO, ILLINOIS

Jerry's Corner



By Himself

Have you ever been out to the Aquarium at Golden Gate Park? You ought to go some time and give the fish a treat. They'll be glad to see you.

I got to talking with one of the men in charge, who seemed to know the names of all the fish and where they came from. Sort of a piscatorial Walter Winchell. So I said to him—you must know a *Whale* of a lot of good fish stories. Tell me one.

So, leaving the *Suckers* to *Paddle* around by themselves, we went to his office. What he told me went something like this:

It seems only y *Oyster* day when this happened. I remember the beautiful *Rainbow*. I had just gone out to see the *Sun* go down, when I noticed a *Dolphin*, sitting on a *Perch*, *Flounder* through a *Tuna* two in a deep *Bass* voice. One *Line* was enough to make you *Reel*. So I gave him the *Hook*, just as the sky got *Black*.

But after a while the *Moon* came up and I noticed a *Lobster* getting *Moon Eye* over a *June Sucker*, trying to *Cuttle* up.

There they were, sitting in a *Roe*, as close as *Sardines*.

That was too much for the *Kingfish*, who sent a *Sergeant* to *Croaker* if she didn't stop the romance. You see, he was afraid she was just using him for *Bait*. The *Cat* just called him a *'Eel* and sent back word that the old *Octopus* could jump in the *Goldfish* bowl.

At this the *Kingfish* got so mad he turned a *Shad* lighter, till he looked more like a *Whitefish*. *Crab* as he would, he couldn't *Striker*, even if *Barracuda* done it.

But he always called a spade a *Spade*, so he challenged the *Lobster* to a duel.

Holy *Mackerel*, said the *Weakfish*, what will I fight with? So he thought and thought, and finally got an idea out of that *Bullhead* of his. I'll get my friend the *Shark* to lend me his *Tarpon*, the one with the *Steelhead*, while my rival will use a *Cutlass* I bought from a cheap *Skate* at a *Cutthroat Sail*, *Cod*, to *Minnow* mize the cost.

But they didn't fight. *Papagallos* sent a *Sea Horse Flying* for the *Sturgeon*, *Herr ing*, who rode up on his *Pike* and smoothed over the *Stingaree*.

At this point my friend stopped talking. I think he did it on *Porpoise*. Couldn't get a *Grunt* out of him. I stood the *Gaff* as long as I could and said, that's a swell story *Halibut* tell me another.

"Maybe some other day, my boy, just now I'm after a *Squid* of tobacco.

That may be his fish story, but it *Smelt* to me.

—JERRY

The Dunham
PRINT STRAIGHTENER

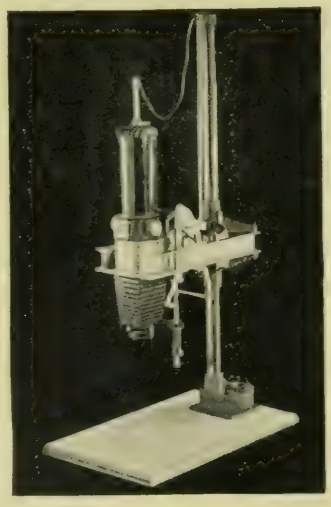


This print straightener will be appreciated by both professional and amateur photographers. It consists of two upright supports to which is fitted a steel roller, around which is wrapped a piece of specially selected cloth. The roller is held in position by a flat metal coil spring.

The cloth material passes under a nickel plated roller, and to use the straightener you place the print or prints against the cloth and pull the cloth towards you. The spring will then rewind the roller and be ready for the next operation. All size prints from 11 x 14 to the smallest size can be flattened in this machine.

Price: $3.95

OMEGA MODEL D
For 4" x 5" and Smaller Negatives



Price $180.00
without lens.

Dust-free or glass negative carriers available in variety of sizes.

EXCLUSIVE DYNA-THERMAL VENTILATING SYSTEM—Stream of cool air passes through heavy bakelite lamphouse. Never, in normal operating conditions, will the condensers or negative become dangerously warm.

ENLARGEMENT RATIO—Varies with focal length of lens used. 6½ times with 6"—6½" lens (for 4 x 5 negative); 22 times with 2" lens. Larger by projecting image on floor.

Rigid steel post is 2" in diameter, 60" tall.

LENS EQUIPMENT — Large, easily interchangeable lens board accommodates high-speed lenses of any practical size (Simon and Dallmeyer). Also available with Bausch and Lomb Micro Tessars and with adapters for Leica, Contax or Kine Exakta lenses.

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering.

To equalize our inventory, we offer **Blaisdell Pencils** in various assortments as follows:

Black Photo Spotting Pencils

Light Brown Sepia Spotting Pencils

Dark Brown Sepia Spotting Pencils

Skin Marking Blue Pencils

Laboratory Brown Pencils

Sepia Spotting Pencils

Bargain Price .. Three for 25¢

Korona No. 2 Home Portrait Stand. Good mechanical condition.

Bargain Price $13.50

Johnson Home Portrait Ventlite Studio Outfit with stand. Good condition.

Bargain Price $46.50

Ansco 8x10 Professional Printer. Table Model.

Bargain Price $22.50

Maximar 6½x9 c/m Camera with F4.5 Tessar Lens, Film Pack Adapter, and Focusing Panel.

Bargain Price $41.50

24-inch Halldorson Print Washer. This is in good condition, and a special feature in the center of the washer will keep your prints from piling up in the center.

Bargain Price $11.50

4x5 Speed Graphic Camera with KA F4.5 Lens and one Film Holder.

Bargain Price $52.50

Simplex Glossy Print Dryer. Designed for 18x24 chromium tins. This is a cabinet type of dryer designed to operate as a table. Electrically heated.

Bargain Price $65.00

Automatic Postcard Printer. After you have placed the negative and loaded the rack with cards, the printer operates without further attention.

Bargain Price $75.00

Cooper-Hewitt Mercury Vapor M-2 Outfit with auxiliary. Good for lighting and especially good as an enlarging light with 8x10 negatives.

Bargain Price $42.50

Hammer Opal Plates, 3¼x4¼, August, '38, dating. Good for Miniatures.

Bargain Price for box of six, 50¢

5x12x47 Sterling Developing Tanks.

Bargain Price ..... $8.75 ea.

Eastman Film Drying Rack, capacity 50 films.

Bargain Price $1.25

Eight-gallon Stoneware Jar and Lid, suggested for the storage of developer and other solutions.

Bargain Price $2.50

8x10 Conley Camera for view or portrait work with one film holder. (No case.)

Bargain Price $22.50

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Description and illustration of any article gladly sent on request.

HANCE GROUND GLASS SUBSTITUTE

A standard item for many years.

Bargain Price, per bottle.....**38¢**

Cirkut or **Medley Print Frame** with Plate Glass. 8x30 inches.

Bargain Price **$6.50**

3¼x4¼ Graflex D with F4.5 B & L Tessar Lens, adapter, and case.

Bargain Price **$82.50**

Pair of 6-inch Condensers. Metal mount ready to be installed in home-made enlarger.

Bargain Price **$6.50**

1 Pair 12" Condensers, in metal round mount,

Excellent condition **$35.00**

Model A Argus Camera.....**$9.50**

16x20x6 Sterling Tank. Condition like new. Suggested for Hypo bath.

Bargain Price **$8.50**

Mendelsohn Synchronizer Model C for Graphic Cameras.

Bargain Price **$9.50**

5x7 Professional View Type Camera.

Bargain Price **$15.00**

CONVERTED BEATTIE FLOODLIGHT

A Beattie Arc Lamp has been converted by the addition of mogul sockets and #4 Photoflood lamps so that it offers an attractive appearing, efficient, high-power lighting unit at moderate price. Diffusion curtain is included. Here is an excellent camera room lamp at popular price.

Bargain Price **$59.50**

Johnson Ventlite Junior Reflector and Adjustable Stand.

Bargain Price **$10.50**

2 Victor Flash Bags, complete with stands and cases. Can be used as individual bags or in series.

Bargain Price .....**$5.00** ea.

Irwin 16 m/m Motion Picture Camera, latest model. Condition exactly like new.

Bargain Price **$6.50**

5x7 Eastman Auto Focus Enlarger. With F.8 Kodak Anastigmat Lens. Complete with easel and foot switch.

Bargain Price **$75.00**

6½x8½ View Camera, long bellows; good for copying only. With three holders **$12.50**

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Description and illustration of any article gladly sent on request.

POSING CHAIR

This is the standard type used in studios for many years.

Bargain Price $7.50

Duplex Jr. Twin Arc Lamp with case and stand. A good lamp for Home Portrait or Commercial use, or proofing.

Bargain Price $10.00

Grant Enlarger with F3.5 Lens. Looks like new.

Bargain Price $36.50

Irwin 16 m/m Projector, late model, with improved motor and mechanism. Condition like new.

Bargain Price, AC model, $9.50

Elwood Miniature Enlarger for negatives 2¼x3¼ and smaller.

Bargain Price $15.50

Combination Tripod suitable for 8x10 cameras. Can be extended to 54 inches and has 8¾-inch top.

Bargain Price $8.50

Maximar 9x12 c/m Camera with F 4.5 Tessar Lens, Focusing Panel, Film Pack Adapter, and three holders. Case included.

Bargain Price $57.50

6½x8½ View Camera with 24-inch bellows. Suggested only for copying. Three holders included in

Bargain Price $12.50

16x20 Heavy Print Frame with Glass.

Bargain Price $5.50

Pair of 14-inch Condensers in book type wood mount. Condition equal to new.

Bargain Price $65.00

8x10 B&L Projection Printer. Wired for Cooper-Hewitt M-Tube, fast and convenient in operation.

Bargain Price $65.00

Beattie Hollywood Hi-Lite Twin Arc on portable stand with castors. Requires no special wiring.

Bargain Price $35.00

20" Lakeside Hand Wringer. This is a heavy duty type of wringer operated with a crank.

Bargain Price $25.00

Rubio Enlarging Easel, capacity 16x20 paper.

Bargain Price $12.75

BRONZE TABLE LAMPS

These are indirect light units of most modern design which are especially useful to photographers in their reception room, on the desk, or where coloring is to be done. The reflector also serves as a deflector and no actual light source is visible. Very easy on the eyes. Complete with choice of 75 watt frosted or daylight lamp and cord, switch and plug.

Bargain Price $4.00

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Pako Liberty Model Belt Dryer for Matt Prints and Fotostats. Thoroughly reconditioned. Electric heated model.

Bargain Price $125.00

3¼x4¼ R. B. Auto Graflex with case and adapter. No lens.

Bargain Price $65.00

4x5 R. B. Series B Graflex with Kodak Anastigmat F4.5 lens, film holder and magazine.

Bargain Price $87.50

STONEWARE TANKS

The few 42-inch Stoneware Tanks on hand are offered at bargain prices in order to make room for other stock. These are new tanks in their original crate and are the kind we have used in our own Finishing Department for the past 16 years without replacement or special attention. The bargain prices include a substantial reduction from the original.

	Inside Measurements			*Bargain Price*
	Length	*Width*	*Depth*	*Each*
2—18 gal.	10½ in.	9½ in.	42 in.	$21.00
5—24 gal.	14 in.	9½ in.	42 in.	27.00

A year to pay.

3¼x4¼ Graflex, Series C, with 6½-inch Cooke F2.5 lens and case and Focus Panel.

Bargain Price $145.00

4x5 Graflex B with F4.5 B. & L. Tessar, 6 Plate Holders and Case..... **$57.50**

Korona #2 Stand, shopworn, **$13.50**

20" Heavy Lakeside Handwringer $25.00

Elwood 16x20 Masking Easel for Enlarging. In condition like new.

Bargain Price $20.00

Eastman Flash Sheets No. 3. Excellent illumination for emergency use. (Not mailable.)

Bargain Price ..... 10c a pkg.

Marshall Smokeless Flash Cartridge. Six cartridges to a box.

Bargain Price ..... 15c a box



Window Display Cards as shown in the illustration. Printed in 3 colors. Size, 27x29 inches.

Bargain Price ..... $ .35 each

Halldorson 4-Unit Studio Lamp and Stand. No. 4 flood lamps are suggested, or you can use 15 hundred-watt Mazda lamps.

Bargain Price $98.50

8x10 Copying and Enlarging and Reducing Camera with 60" bellows on special stand, making it quite similar to the Crown Copying Camera.

Bargain Price $75.00



For Better Results **IN ANY WEATHER**

EASTMAN Super Ortho Press Film, with more than three times the speed of Ortho Press, dispels the fear of dull or rainy day assignments. Extreme speed, however, is only one Super Ortho Press quality. It has fine grain, exceptional gradation, develops rapidly, is antihalation, physically hardened, and can be inspected during development. Try it for outdoor work or better quality Photoflash shots.

EASTMAN SUPER ORTHO PRESS
FOR BETTER COMMERCIAL OR NEWS PICTURES



Use KODABROM

FOR ENLARGEMENTS OF QUALITY

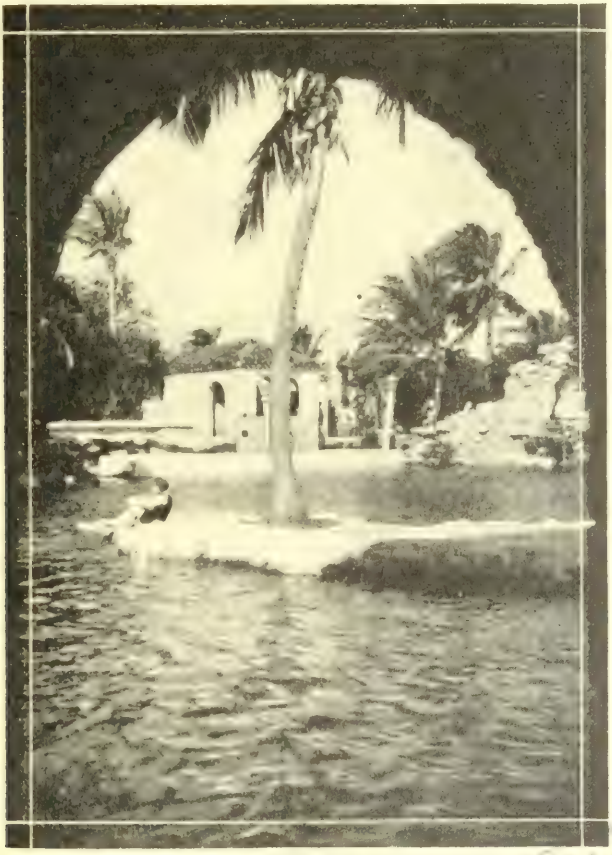
SPARKLINGLY BRILLIANT best describes the quality of Kodabrom's rich black tones. Its wide exposure latitude and speed of development make it easy to process, and you'll like its seven attractive surfaces, each in four stable contrasts. Place a trial order today. Eastman Kodak Company, Rochester, N. Y.

KODABROM **FOR FINER COMMERCIAL ENLARGEMENTS**

THE FOCUS

Published Monthly in the Interests of Professional Photography

VOL. XV APRIL, 1939 No. 4



Published by
HIRSCH & KAYE
SAN FRANCISCO

CALIFORNIA
1939



THE PROBLEM"—Exhibited 17th Los Angeles All-American, Sept. 1938

Barton Bachma
3708 Ramona Dr
Riverside, Califor

Solving a Problem—



The problem: Obtaining projection prints that faithfully record all the fine qualities in your negative. The solution: Velour Black!

Velour Black's popularity among leading camera artists is indicated by its consistent appearance in photographic salons. You may not exhibit —but you still want enlargements you'll be proud to show. Give Velour Black—the most versatile of all projection papers—a trial. You'll be delighted with results.



DEFENDER PHOTO SUPPLY CO., INC., ROCHESTER, N.

THE FOCUS

Prepared and Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE
239 Grant Avenue, San Francisco

The Largest Independently Owned Photo Supply House in the West

VOL. XV APRIL, 1939 No. 4

INTRODUCING—
CHARLES ALBERT SHAW



When Mr. Shaw tells you of his earlier days, you are reminded of that well-known radio story—Memory Lane. Mr. Shaw was born on a farm near Terre Haute, Indiana, his mother being a native of the same state and his father a Kentuckian. As a boy he lived the life of a typical farm boy, with an inclination to engage in any occupation of mechanical nature. At the age of sixteen he entered Rose Polytechnic Institute to study mechanical engineering. After attending the school for a year he found it necessary to look for gainful employment, and made himself useful at carpentering and any opportunity which offered revenue.

At about this time a friend urged him to consider something artistic as well as mechanical, and at the age of nineteen he became an apprentice in one of the best studios in Terre Haute. In a short time he was coating wet plates, Albumen paper and generally useful in the many assignments found in a studio of that period. He has since made the comment that in this day of ready sensitized material and ready prepared developers he wonders how an old-time photographer could keep occupied. About five years later he was a demonstrator in the employ of the Eastman Kodak Company, specializing in Solio, the sunlight printing paper, now discontinued. This was followed by the special course in photographic chemistry at the University of Minnesota. On completing this course he became emulsion maker for a manufacturer of photographic papers.

We should mention that Mr. Shaw has been in California for thirty-two years, and practically all that time has been located in the Bay region. For many years his studio was located at Oxford Street, near Center, in Berkeley, and more recently has been located at 2645 College Avenue in Berkeley.

Mr. and Mrs. Shaw have a daughter, who is a graduate of the University of California and married to a local high school instructor. Mr. Shaw is interested in hiking, driving, and reading, but we think he should have included those two grandchildren who always claim his interest. In the many years we have served Mr. Shaw we have always found him exceedingly congenial and most helpful and encouraging to junior salesmen, to whom he offers every possible kind word and encouragement.

←⁂→

Anybody can cut prices, but it takes brains to make a better article.—*Philip D. Armour.* ←⁂→

It is much easier to be critical than to be correct.—*Benjamin Disraeli.*

←⁂→

A man is a great thing upon the earth and through eternity; but every jot of the greatness of man is unfolded out of woman.—*Walt Whitman.*



Whether the mounts which you furnish are sold as merchandise or as service—experienced photographers use *Gross* Mountings for display building when *quality* impression must be created. Lustrous materials and sparkling designs in attractive colors insure lasting freshness to your offerings. *Gross* Mountings withstand rough handling without marring, they will not warp—and they will proclaim for long, that yours is a better studio.

Send for an illustrated circular describing them.

THE GROSS PHOTO SUPPLY CO.

MANUFACTURERS TOLEDO, OHIO

Canadian Agents: W. E. Booth Company, Limited, Toronto, and Montreal

Beware of Saturday

MORE and more we notice that Saturday is not just one of the days of the week, but is becoming a generally observed holiday. We mention this because it is next to impossible to have paper cut on Saturday or obtain special items not regularly carried in stock. If you are using paper or material of unusual nature, do not depend too much on our ability to ship your order on Saturday if we receive it on that day. Most likely we will not be able to ship until Monday.

Our own establishment is open until 5:30 p.m. on Saturday, and, subject to facilities offered on Saturday by the various transportation companies and the post office department, we can serve you as well on Saturday as any other day insofar as standard items are concerned.

←⁂→

5x7-4x5 Reducing Back

It is now possible to obtain a 4 x 5 reducing back, such as will fit the Eastman View Camera and the clinical camera. This back is grooved for a single sliding cut board to divide the negative the five-inch way. Color and finish are similar to that of the Eastman View Camera. This same back will likewise fit the photo evidence outfit. The back is reversible and will be supplied with a 4 x 5 Graphic plate or film holder for $16.00.

←⁂→

Mr. and Mrs. Harmon of the Mercury Studio in Bakersfield were recent visitors at the office while en route to the Fair. We hope all photographers who plan to see our Fair will call at the office and make themselves known to us.

←⁂→

Controlled Lighting

When this book was first announced, photographers who sent their requests for a copy received much useful information. The previous situation was quickly exhausted, but now we again have a supply. The number of books available is still limited, so we suggest that those who desire a copy promptly send their requests to Hirsch & Kaye.

San Francisco

PARDON us if we deviate from photography long enough to tell you a few things about San Francisco.

A recent survey reveals that San Francisco ranks first among the larger cities of the United States, on the following subjects:

1. Highest percentage of gainfully employed people.
2. Highest percentage of office building capacity.
3. Highest percentage of recovery in rents.
4. Highest percentage of telephone usage.
5. Lowest percentage of mortgages due in relation to property value.
6. Lowest city and county tax rate.
7. Lowest percentage of tax delinquency.

←⁂→

Brownie Special Package

To further publicize the well-known Brownie Series of cameras, we are glad to announce Brownie Special Assortment No. 457. This combination package contains two 620 Brownie Specials at list price of $3.75 each and two 616 Brownie Specials at list price of $4.25 each. The total retail price of the four cameras is $16.00, and Focus readers who sell cameras are urged to get in step with this nation-wide publicity campaign.

The special display card for counter or window use is furnished without cost with each assortment. These Brownie Cameras have lively finders and fingertip shutter release on top of the cameras. The design of these models is new. They are compact for the size picture produced and once displayed will readily sell.

Place your order today for at least one No. 457 Brownie Special assortment.

PHOTO ART PRINT GALLERY

A Perpetual Salon of Photography Changed Every Two Weeks

★

Open every day except Sunday and Holidays—10 A.M. to 5 P.M.
Saturdays 10 to 1.

Collections of the world's outstanding pictorial photographs open to the public without admission or entry fees.

An exhibition gallery without commercial objective or intent for profit. Dedicated to the cause of the Art of Photography.

April 1st, inc. 14th
GRAFLEX SALON

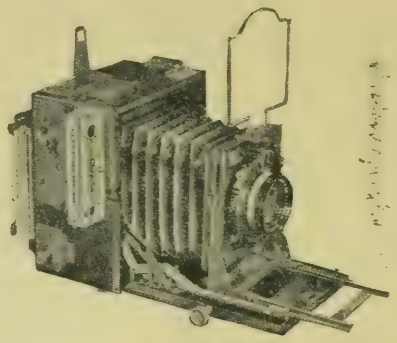
April 15th inc. 30th
YALE INTERCOLLEGIATE SALON

May 1st inc. 14th
LEICA 100 PRINT SALON

★

Visitors always will find a sincere welcome. This is your gallery. Avail yourself of what it offers.

775 MONADNOCK BUILDING
SAN FRANCISCO, CALIFORNIA



NEW!

For Speed Graphics

Automatic Focus from 3½ feet!

This new Kalart Model F Lens-Coupled Range Finder will automatically focus the lens as closely as 3½ and 4 feet. It has an astonishingly great operating range and will synchronize all focal lengths from 10.5 to 30 cm. telephoto!

No Range Finder has ever been made which would function over such a wide lens range. It is the only device ever invented which will automatically focus a large camera down to a close working distance of 3½ and 4 feet . . . and adjustable for interchangeable use of lenses to 12-inch telephoto! *It's never been done before.*

MADE IN U.S.A.

See your dealer or write for descriptive folder. The Kalart Company, Dept. F3, 915 Broadway, New York, N. Y.; or Room 619 Taft Bldg., Hollywood, Calif.

All Kalart Equipment made in U.S.A.

OMAG

DISTANCE METER

The Omag Distance Meter is as simple and dependable an instrument as can be designed. You merely look through the conveniently placed eye piece, and turn a knob until the upper and lower portions of the image are in perfect alignment. A glance at the dial then indicates the exact distance. The range of the dial extends from 2½ to 100 feet.

The Omag Distance Meter is readily attached to any camera which has a clip for the use of similar accessories.

PRICE $7.50

An excellent item for your store.

Two Important Associations Give Up 1939 Conventions to Combine With National

WELL KNOWN to professional photographers in the east are the Professional Photographers' Society of New York, one of the oldest state associations of photographers in the country, and the Ontario Association of Photographers, largest and most important of such organizations in Canada. New York state has held its own conventions for many years and Ontario, reorganized several years ago, has been bringing together an attendance of more than 200 at Toronto for the past two or three years. Both these important associations have decided to forego their 1939 conventions and join forces with The Photographers' Association of America in its 52nd annual convention, to be held at Buffalo, N. Y., from August 21 to 25, inclusive.

The manufacturers' and dealers' exhibit and the picture exhibit, as well as the two concurrent morning and afternoon programs and numerous special sessions, will all be held at the 174th Regiment Armory. With so much going on there, arrangements are being made for the New York and Ontario associations to hold special sessions of their own at the Hotel Statler, to avoid confusion with the other meetings. August 22, the first full convention day, will be called Ontario Day or Canada Day, and August 23 will be New York State Day. On those days the respective organizations will hold their own private sessions at the Statler. While the Statler is the headquarters hotel, where the evening entertainment features and special evening sessions will be held, the complete facilities of the Buffalo, Touraine, Lafayette and Ford have also been reserved for the convention, attendance at which will tax the capacities of all five.

The decision of these two associations to combine with the national makes certain even greater attendance than at the last record-breaker in Chicago as between them they assure an attendance of 500 which was not even considered when Buffalo was selected as the convention city. Photographers who plan to attend the New York World's Fair should remember that they can route their trip through Buffalo either going or coming at no extra transportation expense and with as long a stop-over as desired, thus keeping the cost of attending the Buffalo convention at a minimum.

EASTMAN ALL-SURFACE PENCIL

This is a new combination red and blue pencil suitable for marking on a great variety of surfaces such as film, glass, paper, Kodapak, and Eastman Acetate Sheeting. Each box of one dozen contains a metal point protector.

Eastman All-Surface Pencil per box of 1 dozen $2.10

AUTOMATIC POST CARD PRINTER

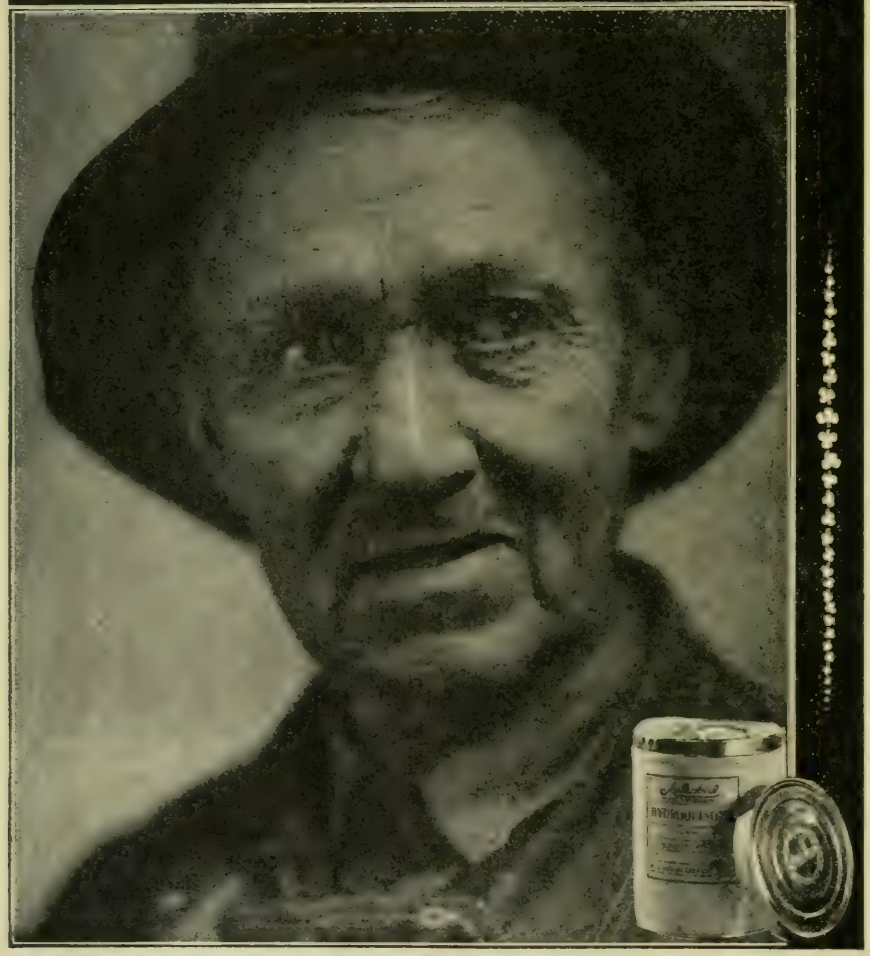
An automatic Post Card Printer is available in the Bargain Room. Complete details will be sent on request. It is a motor-driven machine with considerable capacity.

Bargain Price $75.00

Keep this copy of THE FOCUS *for future reference.*

"MALLINCKRODT CHEMICALS GIVE ME DECIDEDLY BETTER RESULTS."

PAUL W. SCHANZ, FT. WAYNE, IND.



Winning the 1938 Award of Merit at the Indiana State Photographers Convention, this portrait did credit to the Schanz Studio, Ft. Wayne, Ind. Subject daylighted with north skylights, regulated with curtains. Century Studio Camera, Gundlach Portrait Lens, F-5, ½ sec. Pyro film developer, PICTOL*-Hydroquinone for paper. Mr. Schanz says, "I have used Mallinckrodt Chemicals for years."

*Trade Mark Reg. U. S. Pat. Off.

Mallinckrodt CHEMICAL WORKS

2nd & MALLINCKRODT STS., ST. LOUIS, MO.
70-74 GOLD ST., NEW YORK, N. Y.
Chicago Philadelphia Toronto Montreal

New Wabash Lamps

WABASH Photolamp Corporation, Brooklyn, N. Y., has issued a printed announcement of unusual interest on their complete line of seven Wabash Superflash sizes. Two new sizes, in particular, are creating quite a stir in the photographic world. These are the No. 2A and No. 3A sizes.

The new No. 2A Superflash accomplishes for press photographers what heretofore has been impossible and only dreamed of. It enables the press photographer to use his standard 4"x5" focal plane Graflex and Speed Graphic for "freezing" high speed action at 1/1000th of a second to bring back perfect high speed flash pictures of diving, hockey, bike races, track meets, basketball, fights and other difficult assignments heretofore regarded as hopeless. New York newspapers now using the new No. 2A with the 4"x5" focal plane Speed Graphic are securing perfect negatives with completely uniform over-all density at speeds at 1/1000th, 1/860th and 1/680th of a second, with stops varying from f4.5 to f11, and distances from 4 to 45 feet indoors and at night outdoors. The extra long "peak-light" flash makes this possible. The "plateau" of uniform peak light from this new size lasts a full 1/16th of a second, while most of its high light output of 75,000 lumen seconds is usable peak-light illumination spread over practically the entire duration of the flash.

The No. 3A Superflash is a new "commercial size that is smaller than any commercial bulb put out so far, more powerful than any of its comparative size, and designed for many more uses. It offers in one compact size practically every requirement of the commercial and professional photographer in the studio or on location. Although much smaller and handier than ordinary commercial sizes, it is packed with extra power and greater photographically effective illumination in a brilliant, "high-peak" flash that penetrates distance and covers large, wide areas such as banquet halls, stadiums, tunnels, fire and accident scenes, etc.

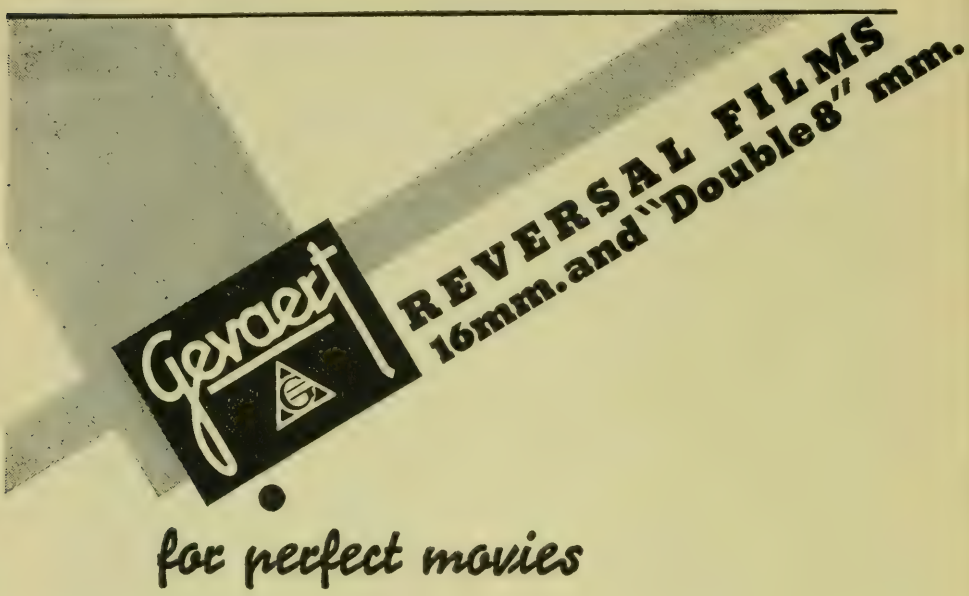
Wabash recommends it especially for high-speed action shots of press and sports photography at night, riot and mob scenes, construction scenes, and for all action shots requiring dependable, foolproof synchronizing at high shutter speeds. Wabash states it is perfect for color work since its improved color quality brings filter factors to a minimum and assures true-to-life, natural rendition of color values. Timing and flashing characteristics are controlled within closest precision limits to assure positive, uniform results from bulb to bulb, especially when used in multiple flashing as for covering large area banquet halls. Since the No. 3A is in the same synchronization band as the No. 2 and No. 3, it can be used successfully in multiple flashing with either or both of these flashes. The total light output of the No. 3A is 100,000 lumen seconds.

HIRSCH & KAYE *are distributors.*

Lighting Fixtures

We offer a limited number of lighting fixtures suitable for use in studio, summer cabin or wherever lamps of 200 watt or smaller size are desirable. Fixtures will be supplied complete with mountings, spider ceiling attachment and diffusion outer globe. Detailed description and dimensions sent on request.

Bargain Price $3.00



for perfect movies

16mm. PRICES

PANCHRO SUPER REVERSAL: 50 ft. $3.25, 100 ft. $6.00. PANCHRO MICROGRAN REVERSAL: 50 ft. $2.50; 100 ft. $4.50. ORTHO REVERSAL: 50 ft. $2.50, 100 ft. $4.50. No additional charge for processing. Return postage of processed films prepaid.

Double 8 PRICES

PANCHRO SUPER REVERSAL, $2.25; PANCHRO MICROGRAN REVERSAL, $2.25; ORTHO REVERSAL, $2.00. These films are supplied in 25 foot lengths of 16mm. width, pre-scored to enable separation into two 8mm. width lengths. No additional charge for processing. Return postage of processed films prepaid.

These films are favorites with the serious cinematographer. He finds them easy to use in his camera—and most satisfying in *quality*. Fast speed gets the scene under unfavorable light conditions—and clear sharp register of action such as found in sports. The color balance reproduces a perfect black and white rendering of all colored objects. And—fine-graininess assures "theatre quality" projection. Processing laboratories are located all over the world thus giving the movie maker a prompt and efficient reversing service wherever he may be. As a suggestion to start the outdoor movie making season confidently and with enthusiasm we recommend these three films. Try them out and enjoy the thrill of making "perfect movies."

THE GEVAERT COMPANY OF AMERICA, Inc.

6370-72 Santa Monica Boulevard, Los Angeles

New York Boston Philadelphia Chicago San Francisco Toronto Montreal Winnipeg

Photography in the United States, and the Agfa Ansco Corporation

BORN only three years apart, both are about to celebrate their hundredth birthdays. The centennial of American photography is being celebrated in 1939. The centennial of Agfa Ansco—the oldest manufacturer in the United States of a complete line of photographic materials—will be commemorated in 1942.

Situated at Binghamton, in the Southern Tier section of New York State, Agfa Ansco operates one of the world's most modern film-manufacturing plants. Agfa photographic films and papers, cameras and accessories, chemical preparations and miscellaneous equipment—all made in Binghamton—are widely recognized for their outstanding quality and dependability.

The Beginning of Photography and Agfa Ansco

The practice of photography in the United States dates from the introduction of the Daguerreotype process shortly after its publication in 1839. One of the few experts in this new field was Professor S. F. B. Morse, famed as the originator of the telegraph, who even before the public announcement of the process, had visited the inventor, Jacques Daguerre, in Paris. One of the first to learn the Daguerreotype process from Professor Morse was Edward Anthony, a young man just graduated from Columbia University. Young Anthony, who was soon to make his start in the photographic business, was the first of a group of men who devoted the greater part of their lives to the company that became Agfa Ansco.

A native New Yorker of an old Knickerbocker family, Edward Anthony had specialized in mathematics and engineering, and quickly became proficient in the new daguerreian art. Adopting photography as a profession, Anthony soon put the new process to a dramatic use by photographing highlands along the Canadian border. His pictures enabled the American Government to establish its boundary claim, and were the first photographs ever made or used by a government for any purpose.

The young man next set up a studio in Washington where he made daguerreotypes of many prominent statesmen. The Committee on Military Affairs gave him the use of its committee rooms for his sittings. His success in this venture influenced him to go into business as a dealer in dauerreotype materials, and in 1842 he established a photographic supply house under the name of Edward Anthony, at 308 Broadway, New York City. Edward Anthony's store became the forerunner of the company that has developed through normal transformations and growth into the present Agfa Ansco Corporation.

In 1852, he was joined in the business by his older brother, Henry, and in that year conducted the first photographic prize contest in the world. This

(Continued on page 15)





A Favorite With Professionals

● Commercial photographers like this lens. It combines satisfactory speed, extreme angle, and reserve covering power, all at a moderate price. The Wollensak Series IIIa Velostigmat f12.5 is suited to work in limited space requiring a short focus lens. Covers a 90° angle (100° if used on larger size plate with diaphragm stopped down). Good definition at full aperture—stopped down, has bristling sharpness and excellent depth of focus. Ideal for banquet shots. Made by lens specialists (since 1899). See for yourself. Try this fine lens at our risk. Details of trial offer plan on request.

Write for FREE Book!

WOLLENSAK OPTICAL COMPANY

ROCHESTER, N. Y.

WOLLENSAK

Focal Plane Shutters Synchronized

FLASH synchronization with 2¼"x3¼" size film over a wide range of focal plane shutter speeds is agreed by all who have experienced its advantages to be one of the major photographic advances of 1938. This development has received a great deal of attention since the recent introduction of the Miniature 2¼x3¼ Speed Graphic inasmuch as this really small camera possesses focal plane shutter flash synchronization in its simplest and most efficient form.

One of the major difficulties encountered in the perfection of focal plane shutter flash synchronization was the design of a mechanism that would make full use of the *peak* of the flash of the moderately priced flash bulbs now regularly available. (See page 20.) In the Graflex-made camera launched at year-end the aperture of the focal plane shutter curtain passes all the way across the entire film during the peak of the flash of the bulb, producing fully timed flash exposures at focal plane shutter speeds from 1/60th up.

The mechanics of this type of flash synchronization as developed by Graflex in the Miniature 2¼x3¼ Speed Graphic show ingenious design. Inasmuch as the contacts which make and break the electrical circuit and set off the flash bulb are built into the camera, the usual type of expensive flash synchronizer is not necessary with this camera. Instead, a simple battery case-and-reflector unit fitted with cord and plug can be used. This unit plugs into an outlet built into the camera back, thus enabling the battery case and reflector to be easily and quickly disconnected from the camera when its use is not required.

Inside the camera the outlet has been fitted with contacts which are so placed that duplicate contacts attached to the focal plane shutter curtain "wipe" them when the curtain is released for the purpose of taking a picture. This instantaneous electrical contact between the contacts on the plug and those on the curtain closes the electrical circuit causing the batteries to fire the flash bulb just as the curtain starts its journey across the film. And the long burning flash bulb supplies adequate and fairly constant illumination during the full period the focal plane aperture is passing all the way across the entire film.

Evidence of the soundness and ruggedness with which this type of focal plane shutter flash synchronization has been built is found in the fact that many press photographers are using this small Speed Graphic exclusively for indoor sports use while others have adopted them for all-around press photography.

Detailed information sent by Hirsch & Kaye if requested.

Mother

God thought to give the sweetest thing
In His Almighty power
To earth: and deeply pondering
What it should be, one hour
In fondest love and joy of heart
Outweighing every other,
He moved the gates of Heaven apart
And gave to earth—a Mother!

C. Newell Lovejoy

Every generation, no matter how paltry its character, thinks itself much wiser than the one immediately preceding it, let alone those that are more remote.—*Schopenhauer.*

←❖→

"Away, then, with your expensive follies, and you will not then have so much cause to complain of hard times, and heavy taxes."

—*Benjamin Franklin.*

Studio Modeling Ventlites



THE Studio Modeling Ventlite has a host of enthusiastic friends amongst Portrait and Commercial Photographers who are continually boosting its merits to their brother photographers, with the happy result for us, that it is the most popular selling Ventlite item.

In Portraiture The Studio Modeling Ventlite is wonderful to lift out and model the delicate high lights of the features so they sparkle with life.

In Illustrative and Commercial Photography it is most useful in bringing out the statuary roundness and in emphasizing points of importance, so essential in producing the sales creating illustrations demanded today.

The Studio Modeling Ventlite reflector is, decidedly, a directional light. It yields an abundance of high intensity light over a four-foot area, that gradually falls off to the edges.

It is primarily intended for modeling and high-lighting, making it possible to obtain any degree of high-lighting desired with the least effort.

The 23-inch pure aluminum etched reflector is supported at the center of gravity on a forked carrier. It is frictionally held and adjustable to any angle needed.

The Studio Modeling Ventlite reflector is now regularly equipped with a deflector that intercepts all the hard, direct rays and returns them to the reflector for re-reflection.

The Ventlite Telescopic Socket Housing enables the use of all the standard pear-shaped globes from 300 watts to 1500 watts, as well as the No. 4 Photoflood and the 2,000-watt Movie Flood.

The Reflector Unit is mounted on a sturdy stand with a four-legged cast base, easily movable on large rubber, silent casters.

The Column supports a heavy-duty switch and reflector connecting cord.

The Reflector is adjustable from three to nine feet.

A 20-foot extra-flexible connecting cord completes the outfit, all assembled and packed in a single box. Price $55.50.

A China Silk Diffuser is recommended and is now available at $5.00 extra

Monthly payment terms can be arranged

The Ward Studio in Visalia is now located in a most attractive and modern building. The front contains two large display windows of maroon tile and silver trimming. Mr. Ward is to be congratulated on the appearance and finishing of the studio.

Mr. and Mrs. Brinsmead of Reno enjoyed an extensive tour through the Eastern states.

AGFA ANSCO

(Continued from page 11)

competition stimulated tremendous interest among daguerreotypists all over the country. By 1862, Henry had taken such an active interest in the business that the firm name was changed to E. and H. T. Anthony & Company.

The Anthony brothers soon became manufacturers as well as dealers. Their experimentations resulted in many important contributions to the art. Henry T. Anthony is credited with being the first man in the world to take a so-called instantaneous photograph. Thus he became the father of the modern snapshot.

During this period, the vogue turned from daguerreotypes to the wet collodion process, whereby plates were coated with light-sensitive material immediately before use. This refinement permitted shorter exposures and the making of extra prints, thereby opening vast new possibilities to the photographer. During the Civil War, Matthew B. Brady, the most celebrated photographer of that period, used Anthony materials for this process in making his famous collection of photographs of the battlegrounds. In 1880, the Anthonys offered for sale their first gelatin dry plates and, in 1884, their first hand cameras.

Undoubtedly the most important photographic improvement in the remaining years of the nineteenth century was the invention of roll film in 1887 by the Reverend Hannibal Goodwin. Rev. Goodwin was a photographic enthusiast who, during the course of his experiments, consulted frequently with the Anthonys, who later marketed his invention. His was a process for making a thin, rollable, transparent substitute for glass as a supporting medium for a photographic, light-sensitive emulsion. The invention of this flexible support permitted the manufacture of more compact and practical hand cameras using roll film. As a result, photography became so much more simple that the art gained greatly in popularity.

Formation of the Ansco Company—After the deaths of Henry T. Anthony in 1884 and of Edward in 1888, further changes of importance to the growing company were effected. It was during this period, when the firm was directed by Edward Anthony's son, Richard, that the combination of Anthony and Scovill was made.

Like Anthony, Scovill is a name closely identified with the early development of photography. The Scovill Manufacturing Company of Waterbury, Connecticut, had been manufacturing metals and metal products since 1802. In 1842, it began to make daguerreotype plates in its photographic departments, which later became the Scovill & Adams Company, manufacturers of cameras and accessories.

In 1902, Anthony and Company combined resources with the Scovill & Adams firm to form the Anthony & Scovill Company. It was at this time that the main manufacturing activities were transferred from New York City to Binghamton. Five years later, the name was contracted to the familiar "Ansco". In the few years, Cyko paper and other Ansco products made in Binghamton, created a wide following among amateur and professional photographers.

(Continued on page 17)

"Sussman Mounts Are Paramount"



THE POWELL

THE POWELL EASEL

Linen Effect Coated Stocks—Gray and Neutral—Crushed Edge Underlay—Silver and Black—Gold and Black—Slip-In Style

Print Size	Outside Size	Price per 100
3 x 5	5 3/8 x 7 5/8	$ 8.00
4 x 6	6 1/8 x 9	9.50
5 x 7	7 1/8 x 10 1/8	10.50
8 x 10	10 x 13 1/2	18.00
10 x 8	12 1/2 x 11	18.00

THE RODNEY EASEL

Coated Stocks—Gray Only—Serrated Underlay—Slip-In Style

Print Size	Outside Size	Price per 100
4 x 6	5 3/8 x 8 3/8	$ 7.25
5 x 7	6 3/4 x 9 1/2	8.50
6 1/2 x 8 1/2	9 x 12	13.50
8 1/2 x 6 1/2 Gr.	10 1/2 x 9 1/4	13.50
8 x 10	9 1/2 x 12 1/2	14.00
10 x 8 Gr.	12 1/2 x 11	15.00



THE RODNEY

Samples of any Sussman Mount sent on receipt of 15 cents

HIRSCH & KAYE
Distributors

We have them in stock *Place your order direct with us*

AGFA ANSCO

(Continued from page 15)

The name of the firm was changed to Agfa Ansco Corporation in 1928 when the American interests of the world-famous Agfa Film Organization were merged with the Ansco Company. This combination united in one company a priceless experience accumulated through many years of photographic manufacturing, and the added technical skill of the most advanced photographic chemists.

Since then, Agfa Ansco Corporation has made far-reaching contributions to the advancement of photography in the United States. Year after year, new developments have come from the laboratories and factories of the company in Binghamton.

Simmon Bros. Add New Enlarger

THE newly introduced Model C Omega for film up to 2¼x3¼—latest in the Simmon line of quality enlargers—is especially built for the photographer who works in more than one minicam film size. Interchangeable dust-free negative carriers, double condenser assemblies and lens boards permit easy, rapid change-over from one film size to another. This flexibility is a great economy as the Model C Omega does the work of several machines. Beautifully constructed it is built along the same rugged lines as the Model D Omega for 4x5 film. The 4′ steel post permits 8½ times linear enlargement for 2¼x3¾ negatives and 20 times for 35 mm. double frame. A 75-watt 110-volt G-E projection bulb and highly efficient double condenser system permits short exposures on slower enlarging papers. An exclusive Dyna-Thermal ventilating system, together with the heavy bakelite lamphouse, keeps negative cool. Dust-free negative carriers are available in a variety of sizes; glass holders may also be had. There's a long focusing lever for speedy, accurate focusing. Simmon lenses and Bausch & Lomb Tessars are available. Price is $97.50 with detachable lens board but no lens.

HIRSCH & KAYE *have it*

Weston Meters "Fair Trade"

Effective at once Weston Exposure Meters are covered by Fair Trade Agreement and to consumers or institutions which buy for their own use the price will be net, without discount. Effective May 1, the price of Model 650 and Model 819, Weston Meters, will be $19.95. These prices are national and are to be observed by camera shop owners and retail distributors.

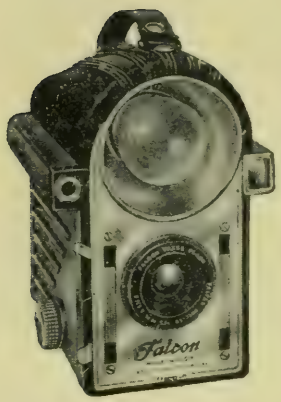
Stainless Steel Trays

It is now possible to furnish lightweight trays made of Stainless Steel These are made without seam and have two raised ridges on the bottom running lengthwise. At the low price we offer them amateur photographers will be glad to buy them from you. Notice these low prices:

4x6	$ .50
5x7	.75
8x10	3.00

Heavy duty Stainless Steel trays for laboratory and professional use are likewise available in 8x10 at $4.00 each and 11x14 at $10.00. These heavy duty trays will last a life time.

The Sensational New Falcon "PRESS FLASH"



Actual size of Camera
6½" x 5¼" x 4¼"

First Single-Unit Synchronized Action Flash-Bulb Camera

(Patent Pending)

"You Get What you Sight . . . Regardless of Light!"

Designed to start a new kind of picture-taking craze, this camera is intended for all kinds of people of all ages — regardless of how many cameras they already own. It takes pictures indoors or outdoors, under all lighting conditions, without extra equipment of any kind.

Uses standard roll films. Picture size 2¼" x 3¼" (Eastman 120 or Agfa B-2).

NOTE: This camera can also take sunlight snaps without the use of flash bulbs. It is equipped with a switch which disconnects the flashlight when desired.

DAY OR NIGHT, IN ANY LIGHT this remarkable camera takes a good picture every time! You simply sight through the view finder, press the shutter release, and you have your picture! "Unposed" pictures IN ANY KIND OF LIGHT will be the new craze.

EXTRA BULBS—This camera takes small "Superflash" No. 0 bulbs, which we also supply and which are available everywhere.

Current is supplied by regular Penlite type 2-cell battery which retails at 10c everywhere.

$5.95

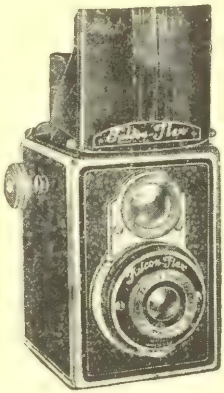
With four Superflash No. 0 Bulbs and 2-cell Battery

Dealer Orders Invited

"FALCON-FLEX"

First American-Made Reflex Camera of this Style

AT LAST A POPULAR PRICED CAMERA OF THIS MUCH-WANTED TYPE



Many people have long wanted this professional style camera, but have been prevented from owning one because of the price. This new addition to the Falcon line is bound to meet with an immediate enthusiastic response.

It takes 12 views, 2¼″ x 2¼″ on regular 8-picture roll film (Eastman 120 or Agfa B-2).

View Finder Shows Picture in its Actual Print Size

This smart new camera enables the user to get the exact facial expression or just the scene wanted, without lifting his head—a great advantage which is appreciated by many. The top section snaps down neatly out of sight when not in use. Camera takes snapshots or time exposures of excellent definition. Case is sturdy aluminum, covered in simulated leather, with exposed parts finished in chrome.

Model A with 75 mm. Faltar Lens

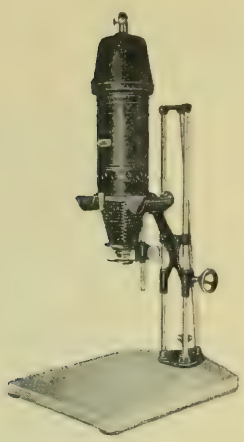
$5.95

Model B with F7.7 Achromatic Lens

$7.95

Dealer Orders Invited

New Enlargers



The Super Multifax

Accommodates negative sizes from 35 mm. up to 6½ x 9 cm. (2¼" x 3¼").

Employs a special negative carrying system—designed on a completely new principle.

Equipped with 4" Benar f:4.5 Anastigmat lens interchangeable with other objectives.

Adjustable centering and focusing arrangement for lamp—either 75 or 100 watt lamp may be used.

Linear magnification about 5½ times using 4" lens.

Linear magnification about 8 times using 3" lens.

Linear magnification about 12 times using 2¼" lens.

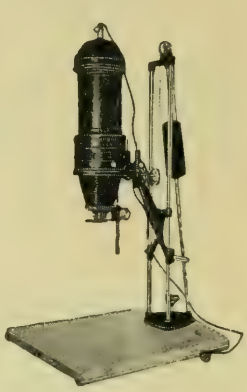
Double condenser lens system with removable ground glass diffusion screen.

Friction drive tripod post for vibrationless manipulation.

Price with Benar 3" or 4" objective and complete set of masks

$94.50

Additional 2¼" Benar objectives — $22.50



The Laborant

Accommodates negatives up to 9 x 12 cm. (3½" x 4¾").

Equipped with 5¼" Benar f:4.5 Anastigmat lens interchangeable with other shorter focal length objectives.

Adjustable centering and focusing arrangement for lamp—either 100 or 200 watt lamp may be used.

Linear magnification about 6 times with 5¼" lens.

Linear magnification easily increased with shorter focus lenses and corresponding condenser systems.

Double condenser system. Condensing lenses interchangeable with other sizes.

Balanced tripod post.

Price with 5¼" Benar objective and complete set of masks

$139.50

The Laborant is also available for 13 x 18 cm. (5" x 7") negatives, equipped with a 21 cm. focal length Benar objective, f:4.5 aperture.

Price, complete with Benar f:4.5 21 cm. objective — $325.00

New Kalart Range Finder

THE KALART COMPANY announces with justifiable pride the Model "F" Range Finder, newest member of the Kalart family. Designed for use on the 3¼ x 4¼ and 4 x 5 Speed Graphic cameras, this new Range Finder is similar in construction to the Model "F" now being installed on the 2¼ x 3¼ Miniature Speed Graphic cameras at the Graflex factory.

The new Kalart Model "F" Range Finder has an astonishingly great adjustment range for accommodating auxiliary lenses and will automatically focus a lens as closely as 3½ and 4 feet! It is possible to adjust this new Range Finder for use with lenses of 10.5 cm. to 30 cm. Telephoto lenses. The table shows its remarkable versatility:

4 x 5	Close Working Distance	3¼ x 4¼	Close Working Distance
10.5 cm.	3½ feet	10.5 cm.	3½ feet
12 cm.	3½ feet	12 cm.	3½ feet
13.5 cm.	4 feet	13.5 cm.	4 feet
15 cm.	4 feet	15 cm.	4 feet
16.5 cm.	4 feet	16.5 cm.	4 feet
18 cm.	4 feet	18 cm.	4 feet
21 cm.	6 feet	21 cm.	6 feet
30 cm. telephoto	8 feet		

No Range Finder has ever been made which would operate over such a lens range. The new Model "F" will focus down to four feet with an 18 cm. lens, whereas all Range Finders in the past have been limited to a near distance of six feet. This is the first time in photographic history that a Range Finder has been produced which can accurately focus lenses of these focal lengths down to such close distances. This is the only device ever invented which will automatically focus a film pack and cut film camera to a working distance of 3½ and 4 feet . . . and adjustable for interchangeable use of lenses to 30 cm. telephoto! It's never been done before.

In addition to its startlingly new features the Kalart Synchronized Range Finder Model "F" has still another advantage of great value!

The mechanically inclined Speed Graphic owner does not have to send his camera to the factory. Like the Model "K" for other cameras, complete instructions accompany each Model "F" outfit. The complete line of Speed Graphic cameras can now be ordered complete with this new Model "F" Range Finder from Folmer Graflex Corp., who are factory installing this new Range Finder on all their models.

Every Speed Graphic owner will want this new Kalart Lens-Coupled Range Finder. The Model "F" Range Finder is much more versatile than any Range Finder ever produced, still there will be no increase in price. Kalart Synchronized Range Finder, Model "F," complete with installation instructions —$24.00 list.

APAC PROJECTION PRINTERS

For mass production of enlargements on contact paper

Unique Features of APAC Printers

★ *Visibility of the negative* before and during the exposure. Patented APAC feature.

★ *Use of* practically *any paper on the market.* Choice governed by kind of work desired.

★ *Variety of lamps which can be used from a Common Photoflood to High Wattage Projection.*

★ *Automatic film and paper clamping* during the exposure, which assures wire sharp prints.

★ *Rubber type numerator* which automatically numbers the prints.

★ *Complete foot operation* which materially *increases* the output.

★ *Provision for change over* from one type of printer to another.

★ *Handling of cut films as well as strips* with an exclusive feature permitting the operator to feed the strip film without detaching the envelope.

★ *Part Negative Enlargements*—from films up to 5″ by 7″.

★ *Minimum of Floor Space.* Uses only 13″ by 17″.

★ *Simplified Masking.* New masks quickly made to meet any future requirements.

★ *Simplified operation of the machine* which closely resembles that of an ordinary contact printer and not of an enlarging machine. One reason why no special experience or skill is required to operate an APAC PRINTER.

APAC Printers are made in several sizes, the most popular being model 24-S.

APAC 24-S

APAC No. 24-S is primarily designed for mass production of the so-called 3″x4″ "larger prints" from popular films including the miniature ones.

APAC No. 24-S will handle all the films in the range of Leica to No. 116 or part of negatives from larger films. The change over from one size film to another is made in a few seconds and no focusing is required.

APAC No. 24-S will produce quality prints on practically any paper on the market from a slow contact to a fast bromide at a speed of a foot-operated contact printer.

Chart of Prints Produced on APAC No. 24-S

Films	*Prints*
No. 116	3½ x 5¾
No. 120	3¼ x 4½ and 4 x 6
½ No. 116	3¼ x 3¾
½ No. 120	3¼ x 4
Rolleiflex	3¼ x 3¼
No. 127	4 x 6 and 3 x 4½
½ No. 127	3¼ x 4
Bantam	3¼ x 4½
Univex	3¼ x 4
Leica	3 x 4
Memo	2¼ x 2¾

Model 24-S — $249.00

Terms if Desired

Detailed description of all models sent on request

Treasure Island Cards

OUR out-of-town as well as local readers will be interested to know that it is possible to obtain excellent quality post card views of the Exposition on Treasure Island. You may visit the Exposition with your own camera, but we doubt if you will have the time and sources to deliberately select the viewpoints of which these pictures were taken. Photography is of unusually high quality.

Treasure Island cards are available in sets of 12 cards, furnished in attractive gold-colored carton, suitable for mailing. There are two sets, designated A and B, each set priced at fifty cents. This brings the cost lower than your cost if you should attempt to produce post cards of your own. Order a set of each today, for yourself and future enjoyment, and then you will want more to send to your Eastern friends.

←❋→

Fire

A serious fire in Turlock completely destroyed the Loveland Studio on the evening of March 25. Total damage to studio and building was estimated at $20,000, and the blaze was battled by the fire department for more than three hours before the danger of spread had passed. A newspaper report indicates that the fire is believed to have started in the dark room of the studio. Apparently a number of valuable negatives were saved, but nothing else.

←❋→

Car and Window Sticker

Through the courtesy of the Gross Photo Supply Company, we are able to offer to photographers an effective gummed sticker 2½ x 13 inches, which reads, "Be Photographed At Your Family Studio." These can effectively be used on the rear window of your automobile and similar places. The black printing on Canary colored stock is effective. We will be glad to send these on your request.

FOR SALE
Camera Shop and Studio

Small town in Southern California, 3,500 population. No competition within thirty miles. Good established business. Owner has good reasons for selling.

Price, $5,000; substantial portion must be in cash.

Box 2371—THE FOCUS

←❋→

The sympathy of all photographers will be extended to Mr. H. H. Ball, Corvallis, Oregon, whose studio was totally destroyed by fire.

←❋→

Position Wanted

in the following branches: portrait operating, commercial operating, advertising and illustrative operating, printing of all kinds (from Kodak to mural projections), all branches of darkroom work, aerial photography, and all miscellaneous work arising in studio routine. I also have considerable experience in portrait retouching (although I do not consider myself expert at it), have done some commercial airbrush work—copies, machinery, etc. —and am familiar with Dufaycolor and Kodachrome procedure. I am familiar with the photo-engraving processes.

Although a good salary is, of course, an item for consideration, fairly immediate employment is more essential, and a moderate salary would by no means be unconditionally rejected.

Box 609—THE FOCUS

←❋→

The San Francisco International Salon of Pictorial Photography opened April 2 at the M. H. de Young Memorial Museum in Golden Gate Park. Another reason why you should plan a trip to San Francisco.

For Wedding Portraits and Groups



THE EL CAPITAN

This is one of many splendid styles for the wedding portraits and groups contained in the following:

SAMPLE SET No. 810

10 easels and folders in the 8x10 size, in an assortment of horizontal and upright styles . . . . $1.00 postpaid

Order a Set Today

EASTMAN KODAK COMPANY

[TAPRELL LOOMIS DIVISION] CHICAGO, ILLINOIS

Jerry's Corner



By Himself

Some of the fellows in my department are worried about getting old, now that Wolff has had his 50th Anniversary. So I've got some ideas together on how to keep from getting old.

Always drive fast out of alleys. You might hit a policeman. There's no telling.

Always race with locomotives to crossings. Engineers like it. It breaks the monotony of their jobs.

Always pass the car ahead on curves or turns. Don't use the horn because it might scare the other fellow and cause him to turn out too far.

Demand half the road—the middle half. Insist on your rights.

Always lock your brakes when skidding. It makes the job more artistic. Often you can turn clear around.

Always drive close to pedestrians in wet weather. One of them might be a prize fighter.

Always try to pass cars on a hill when it is possible. It shows your bus has more power, and you can turn somewhere surely if you meet another car at the top. Never look around when you back up. There is never anything behind your automobile.

Drive as fast as you can on wet pavements. There is always something to stop you if you lose control—a heavy truck or a plate glass window.

New drivers should drive fast in heavy traffic. It gives them experience.

Always speed! Make it look as though you are a man of pep.

Never stop, look or listen at railroad crossing. It takes valuable time, and besides, nobody believes in signs.

In wet weather always drive in trolley tracks. It's smoother going.

Here lies the body of Ezra Dorn,
He started out with a quart of corn,
At sixty miles he tried to drive,
And that's the reason he's not alive

No more for Brown are earthly smiles;
He took the curve at forty miles.

At sixty miles
Drove Tommie Sharp;
There came a train—
He plays a harp.

—JERRY.

PHOTO SUPPLIES

You can buy anything you need from one dependable firm.

Try HIRSCH & KAYE *first*

WOLFF'S CARBON PENCILS

These pencils leave a dead black mark without lustre. An ideal medium for spotting black and white prints. In five degrees—H, HH, B, BB and HB. 20 cents each, or $2.00 a dozen. Grade 3B, 35 cents each, $3.75 a dozen.

HIRSCH & KAYE
have them.

A. K. DILDILIAN

Complete
Negative Alteration
Service

339 NORIEGA ST. SAN FRANCISCO
OVERLAND 6820

Photographers

Write for 1939 Catalog and price list, genuine oil portraits—pastels, or rebuilt damaged portraits.

Convex glass and portrait frames.

VICTOR PORTRAIT COMPANY
752 - 13TH STREET, OAKLAND, CALIF.

STERLING TANK OUTFITS

SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output. Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



2 SIZES
12, 19 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
COMPACT
DURABLE
EFFICIENT

The best by test.

FOR SALE

Studio, established 10 years. A1 location; small rent; coast town, population 12,000. Wonderful opportunity for man with small capital. Address Box 2370—THE FOCUS

Putz Pomade

Oldtime photographers will quickly recognize this product as a standard article for many years. It is a smooth working abrasive used for local reduction, and readily finds its place in every workroom. A tin of generous capacity will be sent at price of only 25 cents, sufficient for several hundred applications. Place your order today.

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering.

To equalize our inventory, we offer **Blaisdell Pencils** in various assortments as follows:

Black Photo Spotting Pencils
Light Brown Sepia Spotting Pencils
Dark Brown Sepia Spotting Pencils
Skin Marking Blue Pencils
Laboratory Brown Pencils
Sepia Spotting Pencils

Bargain Price ...Three for 25¢

Korona No. 2 Home Portrait Stand. Good mechanical condition.

Bargain Price $13.50

Johnson Home Portrait Ventlite Studio Outfit with stand. Good condition.

Bargain Price $46.50

Hammer Opal Plates, 3¼x4¼, August, '38, dating. Good for Miniatures.

Bargain Price for box of six, 50¢

Maximar 6½x9 c/m Camera with F4.5 Tessar Lens, Film Pack Adapter, and Focusing Panel.

Bargain Price $41.50

24-inch Halldorson Print Washer. This is in good condition, and a special feature in the center of the washer will keep your prints from piling up in the center.

Bargain Price $11.50

Eight-gallon Stoneware Jar and Lid, suggested for the storage of developer and other solutions.

Bargain Price $2.50

Simplex Glossy Print Dryer. Designed for 18x24 chromium tins. This is a cabinet type of dryer designed to operate as a table. Electrically heated.

Bargain Price $65.00

Automatic Postcard Printer. After you have placed the negative and loaded the rack with cards, the printer operates without further attention.

Bargain Price $75.00

Cooper-Hewitt Mercury Vapor M-2 Outfit with auxiliary. Good for lighting and especially good as an enlarging light with 8x10 negatives.

Bargain Price $42.50

Ansco 8x10 Professional Printer, Table Model.

Bargain Price $22.50

5x12x47 Sterling Developing Tanks.

Bargain Price ..... $8.75 ea.

20" Easy Wringer. Good condition.

Bargain Price $12.50

Vertex Enlarger for 2¼x2¼ negatives. Equipped with condensors and F4.5 lens.

Bargain Price $28.50

16-Ounce Tumbler Type Graduate.

Bargain Price ..... 45¢

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Description and illustration of any article gladly sent on request.

HANCE GROUND GLASS SUBSTITUTE

A standard item for many years.

Bargain Price, per bottle ..... 38¢

Cirkut or **Medley Print Frame** with Plate Glass. 8x30 inches.

Bargain Price $6.50

3¼x4¼ Graflex D with F4.5 B & L Tessar Lens, adapter, and case.

Bargain Price $82.50

Pair of 6-inch Condensers. Metal mount ready to be installed in home-made enlarger.

Bargain Price $6.50

1 Pair 12" Condensers, in metal round mount,

Excellent condition $35.00

Model A Argus Camera $9.50

16x20x6 Sterling Tank. Condition like new. Suggested for Hypo bath.

Bargain Price $8.50

Mendelsohn Synchronizer Model C for Graphic Cameras.

Bargain Price $9.50

5x7 Professional View Type Camera.

Bargain Price $15.00

CONVERTED BEATTIE FLOODLIGHT

A Beattie Arc Lamp has been converted by the addition of mogul sockets and #4 Photoflood lamps so that it offers an attractive appearing, efficient, high-power lighting unit at moderate price. Diffusion curtain is included. Here is an excellent camera room lamp at popular price.

Bargain Price $59.50

Johnson Ventlite Junior Reflector and Adjustable Stand.

Bargain Price $10.50

2 Victor Flash Bags, complete with stands and cases. Can be used as individual bags or in series.

Bargain Price ..... $5.00 ea.

Irwin 16 m/m Motion Picture Camera, latest model. Condition exactly like new.

Bargain Price $6.50

5x7 Eastman Auto Focus Enlarger. With F.8 Kodak Anastigmat Lens. Complete with easel and foot switch.

Bargain Price $75.00

Kodak Service Printer in good condition. Capacity, 5x7 and smaller. Has masking and number device.

Bargain Price $28.50

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Description and illustration of any article gladly sent on request.

POSING CHAIR

This is the standard type used in studios for many years.

Bargain Price **$7.50**

Duplex Jr. Twin Arc Lamp with case and stand. A good lamp for Home Portrait or Commercial use, or proofing.

Bargain Price **$10.00**

Grant Enlarger with F3.5 Lens. Looks like new. 35 mm.

Bargain Price **$36.50**

Irwin 16 m/m Projector, late model, with improved motor and mechanism. Condition like new.

Bargain Price, AC model, $9.50

Elwood Miniature Enlarger for negatives 2¼x3¼ and smaller.

Bargain Price **$15.50**

Combination Tripod suitable for 8x10 cameras. Can be extended to 54 inches and has 8¾-inch top.

Bargain Price **$8.50**

Maximar 9x12 c/m Camera with F 4.5 Tessar Lens, Focusing Panel, Film Pack Adapter, and three holders. Case included.

Bargain Price **$57.50**

8x10 Carlton View Camera with case and one film holder.

Bargain Price **$24.50**

Pako Model A Printer.

Bargain Price **$52.50**

Pair of 14-inch Condensers in book type wood mount. Condition equal to new.

Bargain Price **$65.00**

8x10 B&L Projection Printer. Wired for Cooper-Hewitt M-Tube, fast and convenient in operation.

Bargain Price **$65.00**

Beattie Hollywood Hi-Lite Twin Arc on portable stand with castors. Requires no special wiring.

Bargain Price **$35.00**

Zeiss Mirax Enlarger. Makes an enlargement out of any 4x5 or 9x12 c/m camera.

Bargain Price **$12.50**

Rubio Enlarging Easel, capacity 16x20 paper.

Bargain Price **$12.75**

BRONZE TABLE LAMPS

These are indirect light units of most modern design which are especially useful to photographers in their reception room, on the desk, or where coloring is to be done. The reflector also serves as a deflector and no actual light source is visible. Very easy on the eyes. Complete with choice of 75 watt frosted or daylight lamp and cord, switch and plug.

Bargain Price **$4.00**

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Pako Liberty Model Belt Dryer for Matt Prints and Fotostats. Thoroughly reconditioned. Electric heated model.

Bargain Price $125.00

3¼x4¼ R. B. Auto Graflex with case and adapter. No lens.

Bargain Price $65.00

4x5 R. B. Series B Graflex with Kodak Anastigmat F4.5 lens, film holder and magazine.

Bargain Price $87.50

STONEWARE TANKS

The few 42-inch Stoneware Tanks on hand are offered at bargain prices in order to make room for other stock. These are new tanks in their original crate and are the kind we have used in our own Finishing Department for the past 16 years without replacement or special attention. The bargain prices include a substantial reduction from the original.

	Inside Measurements			*Bargain Price*
	Length	*Width*	*Depth*	*Each*
2—18 gal.	10½ in.	9½ in.	42 in.	$21.00
5—24 gal.	14 in.	9½ in.	42 in.	27.00

A year to pay.

3¼x4¼ Graflex, Series C, with 6½-inch Cooke F2.5 lens and case and film pack adapter.

Bargain Price $145.00

4x5 Graflex B with F4.5 B. & L. Tessar, 6 Plate Holders and Case..... ..... **$57.50**

Korona #2 Stand, shopworn, **$13.50**

Elwood 16x20 Masking Easel for Enlarging. In condition like new.

Bargain Price $20.00

Eastman Flash Sheets No. 3. Excellent illumination for emergency use. (Not mailable.)

Bargain Price ..... 10c a pkg.

Marshall Smokeless Flash Cartridge. Six cartridges to a box.

Bargain Price ..... 15c a box



Window Display Cards as shown in the illustration. Printed in 3 colors. Size, 27x29 inches.

Bargain Price ..... $ .35 each

Halldorson 4-Unit Studio Lamp and Stand. No. 4 flood lamps are suggested, or you can use 15 hundred-watt Mazda lamps.

Bargain Price $98.50

Spredlite Flash Lamps, Model #2, consisting of a metal trough, wood extension handle and suitable firing device to ignite powder by means of caps.

Bargain Price ..... 25¢ each

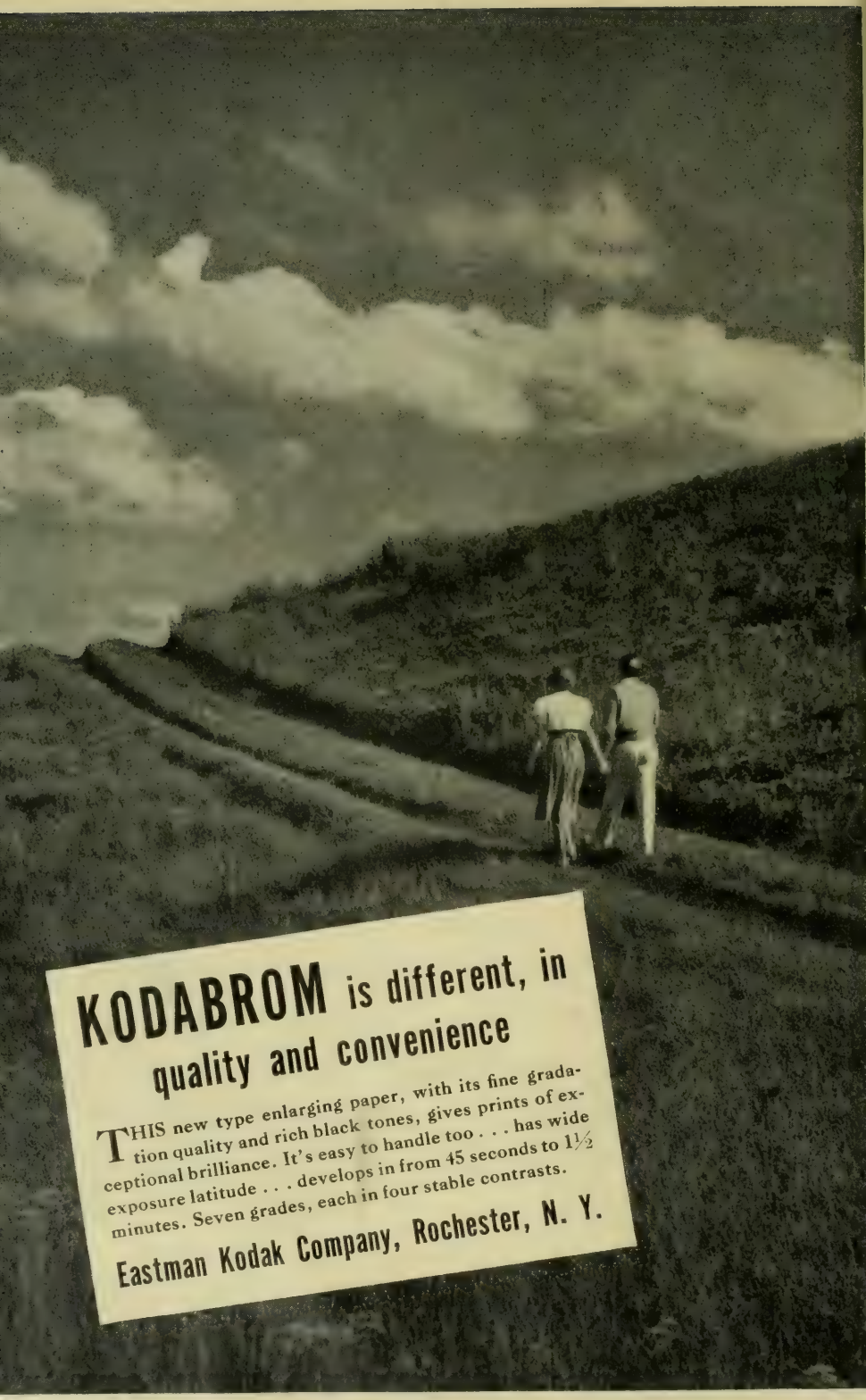


Contact Quality in Any Size

PRINTS of any size have the quality of the finest contact prints when made on Vitava Opal. That's why large Opal prints sell so readily . . . give so much satisfaction. Fifteen attractive Opal grades to choose from. Eastman Kodak Company, Rochester, N. Y.

VITAVA OPAL PAPER

FOR ENLARGEMENTS OF CONTACT PRINT QUALITY


KODABROM is different, in
quality and convenience
THIS new type enlarging paper, with its fine gradation quality and rich black tones, gives prints of exceptional brilliance. It's easy to handle too . . . has wide exposure latitude . . . develops in from 45 seconds to 1½ minutes. Seven grades, each in four stable contrasts.
Eastman Kodak Company, Rochester, N. Y.

THE

FOCUS

Published Monthly in the Interests of Professional Photography

VOL. XV MAY, 1939 No. 5



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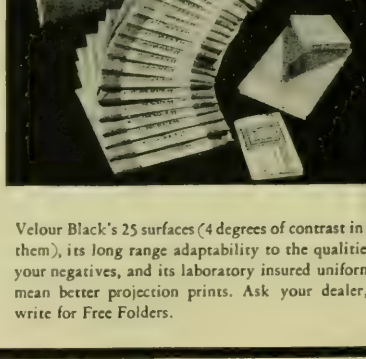


When a PICTURE tells a story

. . . it deserves a paper that tells it well . . . with the proper inflections of light and shadow to lift it from the ordinary.

Whether it's a story of intense human interest or one that tells of the peace and quiet of a pastoral scene, on Velour Black every light and shade your skill has captured in the negative, is reproduced with amazing truth.

Shadows that soften without obscuring, and highlights that accentuate without glaring, are the distinguishing marks of a print from a good negative enlarged on Velour Black.



Velour Black's 25 surfaces (4 degrees of contrast in them), its long range adaptability to the qualities your negatives, and its laboratory insured uniform mean better projection prints. Ask your dealer, write for Free Folders.

DEFENDER

PHOTO SUPPLY CO., INC., ROCHESTER, N. Y.

THE FOCUS

Prepared and Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE

239 Grant Avenue, San Francisco

The Largest Independently Owned Photo Supply House in the West

VOL. XV MAY, 1939 No. 5

INTRODUCING—
GRANT OLIVER



Mr. Oliver is a native of San Francisco. A special distinction which he enjoys is the fact that his grandmother was the second white child to be born in Contra Costa County. His grandparents had previously come from Kentucky.

As a boy the activities of the Standard Oil Company Refinery in Richmond fascinated him, especially the smell of gas. The boy was unable to decide whether he should be a refinery man or a pirate. Later he wanted to be a writer and then a painter.

One day he explored the basement of an old house and found a printing frame and some chemicals. Someone told him these were the tools of an amateur photographer and he promptly decided to investigate their use. For a while he could not understand what happened when he placed his exposed paper directly into the hypo solution. But he learned and studied.

Next we hear of him as a free lance photographer in New York City. After having served an apprenticeship in a photo studio just prior to the depression number one, he opened his own studio, but following the financial crash he closed the studio and returned to California. At the present time his studio is located at 2525 Telegraph Avenue in Berkeley. When asked if he would rather follow some other occupation he frankly told us he would prefer to be captain of a tramp steamer. Who wouldn't? Mr. Oliver is a bachelor whose hobby is dogs and dog shows. He has two Doberman Pinschers of which he is especially fond. He also likes automobile racing and fishing. He is an unusual fisherman in that he admits he went fishing twenty times last year and caught one fish at a total cost of $60.00, but it was lots of fun.

Man Wanted

A man for hard work and rapid promotion, who can find things to be done without the help of a manager and assistants.

A man who gets to work on time in the morning and does not imperil the lives of others in an attempt to be first out of the office at night.

A man who listens carefully when spoken to, and asks only enough questions to insure accuracy in carrying out instructions.

A man who moves quickly and makes as little noise as possible about it.

A man who looks you straight in the eye and tells the truth every time.

A man who does not pity himself for having to dig in and hustle.

A man who is cheerful, courteous to everyone, and determined to make good.

If interested, apply any hour, anywhere, any place, to anyone.

—*Author unknown.*



Eye appeal boosts sales. Portraits offered in attractive photo mounts proclaim their superiority, and win out these competitive days.

The value, style and acknowledged dependability of *Gross* Mountings has stimulated public demand for good photographs. For this season there are new styles, new selling features and better values in photo mounts than ever before.

Send for an illustrated circular describing them.

THE GROSS PHOTO SUPPLY CO.
MANUFACTURERS TOLEDO, OHIO

Canadian Agents: W. E. Booth Company, Limited, Toronto, and Montreal

New Optical Glass Has Highest Light-Bending Power Ever Produced

A DISCOVERY which may be a major stride in the advance of photography and which permits lens makers to produce "faster" and better lenses has been made by Dr. George W. Morey of the Geophysical Laboratory of the Carnegie Institute.

The discovery of a way to make optical glass out of rare chemical elements instead of common silica permits the production of a glass which has a very high index of refraction and a low dispersion, it is disclosed in a patent, No. 2,150,694, just granted to Dr. Morey. This means a lens which serves the photographer more efficiently.

Some of the optical glasses of Dr. Morey have the highest index of refraction (light-bending power) ever reported; more than 2.00. Only comparable refraction is that of the diamond, which is about 2.41.

Out of the work should come lenses of greater light-gathering power which would be a boon to all miniature camera fans who ever seek greater apertures.

Chemical elements most people have never heard of are used in producing the glass. Yttrium, lanthanum, columbium, hafnium, tantalum, ziroconium, strontium, boron, and barium are typical.

Aim of Dr. Morey is to produce a glass with an index of refraction (ability to bend light rays) of over 1.65. One glass, made of 60 per cent lanthanum and 40 per cent boron, has a refractive index of 1.72 and a dispersive index of 54.

Another composed of 33 per cent lanthanum, 41 per cent thorium and 26 per cent boron has a refractive index of 1.76 and a dispersive index of 52.

As a comparison, ordinary flint glass of a lower refractive index (1.65) would have a dispersion of about 33. Small dispersion numbers mean high dispersion and vice versa.

The new work is a continuation of efforts made in America since the World War to produce better optical glass. At the time of the conflict, the United States found it had been buying most of its superior optical glass from Germany. Furious wartime research partially overcame the difficulty, but research has been going on ever since to make American optical glass equal or superior to any glass in the world. Dr. Morey's work is a contribution to this end. Patent rights to his discovery have been assigned to the Eastman Kodak Company.

←⁂→

Champlin Colors

Champlin Color is the name given to a kit prepared for production of color prints from kodachrome pictures. Champlin Color is a lithographic process utilizing four colors but is so easily used that anyone can make good color prints, either amateur or professional photographers. The process is so economical that color prints can be made at a cost not to exceed 10c for a 4x5. The colors are better than anything so far offered and the process permits tremendous latitude in alteration in both color and density. Color faults can be corrected more readily with this process than any other. To produce these prints it is necessary to have four special inks, one special roller, one special bleach, developers and instructions. All these are combined in the Champlin Color Kit priced at $12.50.

←⁂→

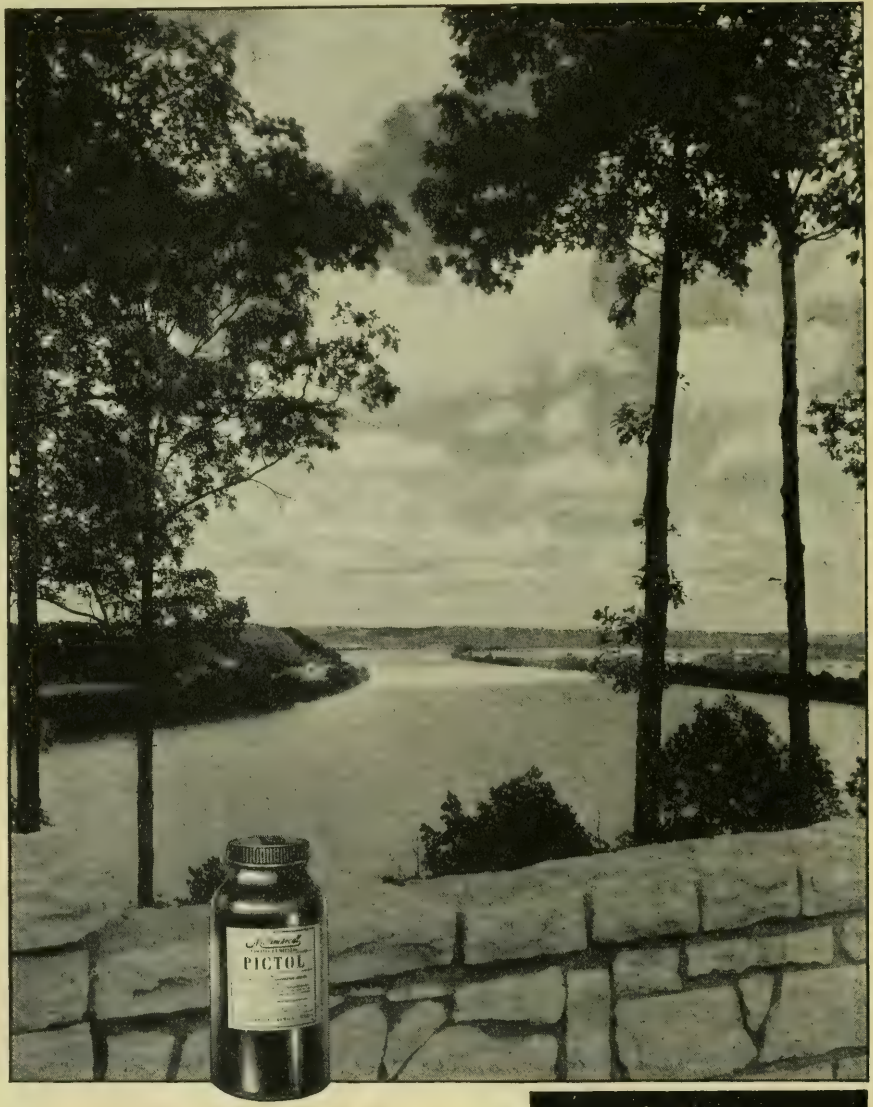
For Sale

First class portrait and commercial studio in Santa Barbara. Will sell fully or partly equipped as buyer may prefer. Price reasonable, as owner wants to retire.

Box 2372 THE FOCUS

"Mallinckrodt Chemicals Exclusively"

CAUFIELD & SHOOK



This excellent view, framed with trees, taken near Hawesville, Ky. 8x10 Eastman View Camera, B. & L. Protar Lens, Stop F-32, Exposure ½ second, with "A" Filter, Super-Sensitive Panchromatic Film, tank developer, Pictol*-Hydroquinone. "All Chemicals used were Mallinckrodt, which we use exclusively," wrote Mr. Frank W. Shook.

*Trade Mark Reg. U. S. Pat. Off.
Photo copyrighted by Caufield & Shook, Louisville, Ky.

Mallinckrodt
CHEMICAL WORKS
SECOND & MALLINCKRODT STS.
ST. LOUIS, MO.
70-74 GOLD STREET
NEW YORK, N. Y.

CHICAGO PHILADELPHIA TORONTO MONTREAL

How Would You Like to Be a REICHSBILDBERICHTER-STATTER?

OUT of the photographic establishments of Herr Professor Heinrich Hoffmann in Berlin, Munich and Vienna last week poured thousands of big and little pictures of Adolf Hitler, to adorn the walls of the new German subjects of Bohemia, Moravia and Memel. It is an unwritten law of Greater Germany that every household, office, factory and assembly room must show a picture of Der Fuhrer, and Heinrich Hoffmann is Germany's official Reichsbildberichterstatter, or Photographic Reporter of the Reich.

When Hitler enters a fallen province or city, or appears anywhere in public, Photographic Reporter Hoffmann rides in the car behind him. Armed with a Leica camera, Hoffmann darts back and forth in front of the Fuhrer unmolested, while other photographers are kept at a respectful distance. The world's news agencies clamor for Heinrich Hoffmann's pictures, for he is the man who picks the photographers to cover everything the Aggrandizer does, and for the best jobs he picks himself.

Professor Hoffmann's virtual monopoly of German news photography has made him one of his country's richest men. He sells more than a million Hitler portraits a year. His Hitler pictures range from miniatures to 8x12-foot posters, which sell for 1,050 marks ($420). For ordinary news pictures his standard price to German publications is 20, 50, 25 marks, but U. S. rights to a particularly fetching photograph of Der Schone Adolf sometimes bring as much as $250. Hoffmann is not the only gainer by his deal with his friend: Adolf Hitler well knows that the least flattering photographs of himself never leave the dark room.

(*Time*)

Summoned

EVERY year the Press Photographer's Association of New York entrains its members and friends at a ball and a universally enjoyed evening. This year's event was no exception to the rule of successes. A feature of the event was the invitation prepared and mailed by the Wabash Photo Lamp Company. The invitation was arranged and printed in the form of a police summons. The response was generous, and in keeping with the tradition of the evening, no flash bulbs were exposed and no pictures were taken.

←⁂→

Henry Clay Craig, owner of the Logan Studio in Marshfield, Oregon, married Roberta L. Jamerson of Portland on April 30. The ceremony took place in the First Presbyterian Church of Oregon, but their home will be in Marshfield.

* * *

Mrs. Paul Strahm of the Strahm Studio in San Rafael was a recent visitor to San Francisco.

←⁂→

What Some of Our Customers Think of Us

. . . . . Your service and policies are superb. Wish more companies were as fine to do business with.

←⁂→ G. H. C.

And Here's Another

Please let me take this opportunity to thank you for the splendid treatment you have afforded me in my moment of financial distress. Believe me when I say that I am deeply grateful for your splendid cooperation.

←⁂→ E. E. N.

If you haven't considered the installation of an Apac projection printer, better do so now before the season is too far advanced and all your competitors have one. Catalog sent on request.





A Favorite With Professionals

● Commercial photographers like this lens. It combines satisfactory speed, extreme angle, and reserve covering power, all at a moderate price. The Wollensak Series IIIa f12.5 is suited to work in limited space requiring a short focus lens. Covers a 90° angle (100° if used on larger size plate with diaphragm stopped down). Good definition at full aperture—stopped down, has bristling sharpness and excellent depth of focus. Ideal for banquet shots. Made by lens specialists (since 1899). See for yourself. Try this fine lens at our risk. Details of trial offer plan on request.

Write for FREE Book!

WOLLENSAK OPTICAL COMPANY

ROCHESTER, N. Y.

WOLLENSAK

Eastman Color Temperature Meter

THE Color Temperature Meter is a small hand-held instrument designed to enable the color photographer to evaluate, within reasonable limits, the color temperature and, thereby, the color quality of the light falling on the subject to be photographed. The instrument is of no value unless the operator has normal color vision.

Although the Color Temperature Meter will assist the color photographer in the manner described, we wish to stress the importance of using with Kodachrome Professional Film Type B, the new Mazda 3200° K. high efficiency tungsten lamps on circuits supplying voltage at which the lamps are rated. When the color temperature of artificial illumination as indicated by the meter does not correspond to the color temperature to which the film is balanced correction may be made by effecting a change in the line voltage. Increasing the voltage increases the color temperature; decreasing the voltage lowers the color temperature. Careful readings with the meter will indicate the point at which such voltage adjustment results in the color temperature required.

For those not having the equipment for varying line voltage, an alternate method of correction is offered by the use of suitable filters through which, in conjunction with the meter, the light source is viewed and the proper filter selected. The filter is then placed over the lens of the camera. For this method of correction, a set of seven Eastman Color Compensating filters is supplied separately.

Care should be taken to avoid any false conceptions as to the purpose of this instrument. The Eastman Color Temperature Meter is not an exposure meter, and this must be made clear to those contemplating the purchase of the meter. Known as a "meter," there may be some photographers who may conceive the function of the instrument too literally and feel that its use offers a simple short cut to quality picture results without due care to control of other factors such as proper light balance, reflective properties of near-by objects, or corrective exposure.

Such is obviously not the case. Actually, the instrument should direct emphasis to the need for careful technique in color photography; and it is intended primarily for the careful professional color photographer who, appreciating the numerous variables that must be controlled in precision color photography, will welcome the meter as an aid in keeping one of these variables at a minimum.

It is important to make a careful study of the manual of instructions accompanying each meter before any attempt is made to use the instrument.

	List
Eastman Color Temperature Meter (including 1 candle, 1 calibrating filter and 6 sheets Eastman Color Temperature Test Paper)	$27.50
Eastman Color Compensating Filters	
Set of 7—	
Gelatin Film	
2 in. square	3.15
3 in. square	7.00

(Continued on Page 11)

AMERICAN BEAUTY RAPID MOUNTER

■

Professional Type



Designed and built for commercial and industrial photographers and for the mounting of maps, photostats, blue prints and many similar purposes. It is sturdily constructed, equipped with thermostat, accurately set for maintaining a safe and even temperature on entire bottom surface. Perfectly smooth, chrome-plated bottom plate assures intimate and even contact between mounting tissue and mount.

Body is black crackle finish.

Complete with cord set. Standard Voltage 110-120.

In ordering specify whether for use on A. C. or D. C. current.

Net Weight	*Watts*	*Dimensions*
15 lbs.	700	8½ x 10½

PRICE

$17.75 for A. C. **$18.75 for D. C.**

HIRSCH & KAYE
Distributors

EASTMAN COLOR TEMPERATURE METER

(Continued from Page 9)

	List
In "B" Glass unmounted	
2 in. square	$18.50
3 in. square	30.00
Eastman Color Temperature Test Paper, carton of 12 sheets	.30

Single filters will be supplied for replacement purposes only. However, in the event of damage to any one of the set, the damaged filter, or the two adjacent filters in the set, should accompany the order for replacement.

Camera Clubs Act to Eliminate Discounts

ENCOURAGING cooperation to eradicate one of the worst evils of the industry is coming from the Metropolitan Camera Club Council in New York. The Metro Camera News features the following:

"All of us at one time or another have engaged in the search for the biggest possible discount for some article we wished to purchase. However, we all recognize that many things beside the wholesale price enter into the retail price. This is especially true in the photographic field.

The average camera store is much more than a mart for the vending at retail of photographic equipment and supplies. It is a club—a meeting place of those similarly smitten. It is a dispenser of all sorts of information. It is a reading room. In short, it is a place where service is rendered. In order for these services to be maintained and increased, it is essential that the store make a fair profit. In order for a profit to be made, it is necessary to maintain a fair price.

We believe the average camera fan is a fair-minded citizen who understands all this and who is perfectly willing to pay a fair price for quality merchandise and high grade service. The Metropolitan Camera Club Council is thoroughly in accord with the maintenance of fair prices. It never has attempted to get a discount for any of its members and it never will. From time to time word gets back to us that someone has claimed that he represented the Council or spoke for the Council in demanding a discount. This is absolutely contrary to the facts. We wish it understood that all such persons are merely trying to put over a personal chisel. If there is any doubt about it, a phone call to the Council's office will remove it."



for perfect movies

16mm. PRICES

PANCHRO SUPER REVERSAL: 50 ft. $3.25, 100 ft. $6.00. PANCHRO MICROGRAN REVERSAL: 50 ft. $2.50; 100 ft. $4.50. ORTHO REVERSAL: 50 ft. $2.50, 100 ft. $4.50. No additional charge for processing. Return postage of processed films prepaid.

Double 8 PRICES

PANCHRO SUPER REVERSAL, $2.25; PANCHRO MICROGRAN REVERSAL, $2.25; ORTHO REVERSAL, $2.00. These films are supplied in 25 foot lengths of 16mm. width, pre-scored to enable separation into two 8mm. width lengths. No additional charge for processing. Return postage of processed films prepaid.

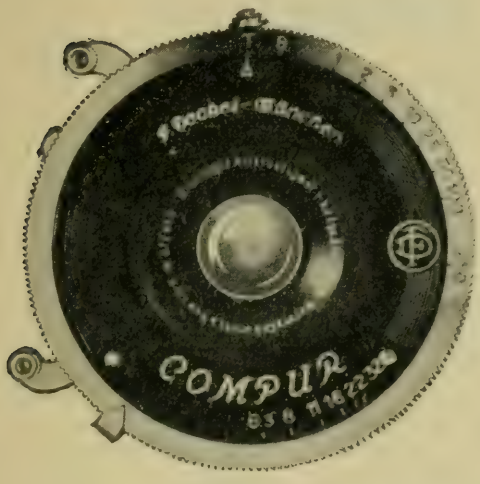
These films are favorites with the serious cinematographer. He finds them easy to use in his camera—and most satisfying in *quality*. Fast speed gets the scene under unfavorable light conditions—and clear sharp register of action such as found in sports. The color balance reproduces a perfect black and white rendering of all colored objects. And—fine-graininess assures "theatre quality" projection. Processing laboratories are located all over the world thus giving the movie maker a prompt and efficient reversing service wherever he may be. As a suggestion to start the outdoor movie making season confidently and with enthusiasm we recommend these three films. Try them out and enjoy the thrill of making "perfect movies."

THE GEVAERT COMPANY OF AMERICA, Inc.

6370-72 Santa Monica Boulevard, Los Angeles

New York Boston Philadelphia Chicago San Francisco Toronto Montreal Winnipeg

New Meyer EXTREME WIDE ANGLE Aristostigmat f:6.3



A wide angle lens is an asset to every commercial photographer because it provides a definite means of solving specific photographic problems. The new Meyer Extreme Wide Angle Aristostigmat f/6.3 enhances the photographer's work in this particular field by offering him an opportunity to achieve results of consistently superior quality.

This new lens has many advantages. It provides crisp, uniformly needle sharp definition over the entire field. It is completely free from spherical and chromatic abberation. The total picture angle is up to about 105°—and there is *no* distortion.

The aperture, large for an extreme wide-angle lens, enables you to get a bright clear image on the ground glass—a tremendous help in obtaining positive, needle sharp focus.

Focus	*In Barrel*	*In Vario*	*In Compur*
3⅛ in.	$28.00	$32.00	$47.75
4 "	32.00	36.40	51.75
4¾ "	36.00	40.40	55.75
5¼ "	41.35	.....	63.75
6⅜ "	50.00	.....	71.00
7 "	55.35	.....	77.00

Write today for complete information about the performance attributes of this superb wide angle lens. Ask for booklet No. C-4.

NOTICE: Prices listed here were in effect before duty on German lenses became effective. New prices not known as *The Focus* goes to press.

My First Speed Flash Picture—

writes Laurence Lippincott of Haddonfield, New Jersey. "The Kalart Micromatic Speed Flash makes it possible to get those natural expressions so essential in children's pictures.

The accurate exactly timed Kalart Micromatic Speed Flash is built on sound engineering principles, mechanical in action, like your shutter.

Used by tens of thousands of satisfied camera fans. Begin now to experience the thrill of taking unposed Speed Flash pictures. Attaches to practically every camera, simple to operate, only $13.50.

DO YOU KNOW . . . you can now install a Kalart Lens-Coupled Range Finder yourself on almost any film pack and plate camera.

A simplified installation procedure is fully described in a book of sixteen pages packed with every Range Finder Assembly. Install it yourself, Model "K" Synchronized Range Finder, only $18.00.

See your dealer or write for descriptive folder. The Kalart Company, Dept. F-2, 915 Broadway, New York, N. Y.; or Room 619 Taft Bldg., Hollywood, Calif.

Kalart Photographic Devices

All Kalart Equipment made in U. S. A.

Polaroid Glasses

For Sun Glare and Safe Driving

POLAROIDS do what no other glasses do. They stop reflected glare. You see approaching cars better, no discomfort; white pavement lines easily visible through road glare. The view becomes sharp, clear, restful. *Polaroid Glasses* are also recommended for beach wear, boating, outdoor summer and winter sports.

In serviceable composition frame, soft sheath case.

$1.95

Per Pair; Calif. Sales Tax 6c.

In sturdy Ful-Vue frame, elevated sides for unimpaired side view, metal re-enforced temples, in hard case.

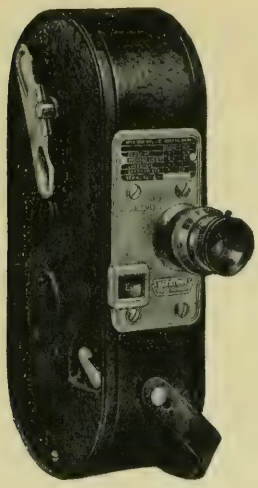
$3.75

Per Pair; Calif. Sales Tax 11.

Fitover Clips, for those already wearing glasses, fit right over your frames, fold into compact fabric pouch.

$3.75

Per Pair; Calif. Sales Tax 11.



KEYSTONE 16mm CAMERA

for Black and White and Full Color Movies

In Slow Motion, Normal and Intermediate Speeds, Indoors and Outdoors

Suggested for Re-sale

WOLLENSAK LENS—Universal Focus with adjustable mechanical Iris.
DAYLIGHT LOADING—Camera may be loaded in broad daylight.
SPEEDS—from 8 to 64 frames per second according to model.
INTERCHANGEABLE LENS MOUNT—to be set to any type lens.
EXPOSURE CHART—showing how to adjust lens to various light conditions.
VISUAL FOOTAGE INDICATOR—showing exact length of exposed film.
CARRYING HANDLE—strengthening grip on Camera to assure steady pictures.
MONOCULAR VIEWFINDER—built right into Camera.
EASY WINDING—winds like a clock.
SPRING MOTOR—to withstand severe use.
CONVENIENT SIZE—2¾" thick x 9" long x 4" wide with 1" lens extension.
CAPACITY—100 foot or 50 foot 16 mm film.
LOCKING KNOB—can be locked into place permitting operator to step into scene and take own picture.
DISTINCTIVE FINISH—attractive wrinkle enamel with highly polished chrome trimming.
TRIPOD CONNECTION—provided for, but tripod is not necessary, to obtain steady picture.
AUDIBLE FOOTAGE INDICATOR—(patented) to determine footage as taken.

Model B-1—*with F. 3.5 Lens, one speed*	**$29.95**
Model A-3—*with F. 3.5 Lens, three speeds, motor lock*	**35.00**
Model A-3—*with F. 1.5 Lens, three speeds, motor lock*	**57.50**
Model A-7—*with F. 2.7 Lens, seven speeds, motor lock*	**44.50**
Model A-7—*with F. 1.5 Lens, seven speeds, motor lock*	**71.00**

Making Up For The Camera

By MINER'S

Please Note.—The materials described in this article as well as those included in our Foto-Matic Kit have been especially developed for use with Panchromatic film.

THE expression "No one is perfect" was never truer than in its application to photographic subjects. Skins and complexions which in ordinary life are flawless, plainly show their defects under the all-revealing scrutiny of the camera lens. Consequently, the greatest ally to amateur and professional photographers is that of correct facial make-up—not the make-up used by stage folk, but tones which have been especially developed for camera work. With proper make-up, it is possible to glorify the portrait, eliminating sallowness, uneven skin tones, blotches and minor facial defects that are exaggerated by photographic reproduction.

Before going into detail on make-up materials and methods, let us acquaint the reader with the meaning of some of the terms that are frequently used in this article.

BASE is used to signify the layer of Cold Cream usually put on the skin before Greasepaint is applied. This cream prevents the make-up from entering the pores and expedites its removal.

FOUNDATION is the Greasepaint coat which covers the entire skin surface. All lines and other make-up materials which may be used to enhance the beauty or create effects are placed on this surface, hence the word foundation.

TO HIGHLIGHT is to apply color lighter than the foundation to that feature which is to be brought into prominence.

SHADOWING, conversely, is the application of a darker color to that part which you desire to subdue or make less prominent.

THE ORBIT is the sharp bone that surrounds the eye.

LINERS are the colors used for shadowing, highlighting, or lining.

PANCHROMATICS, as defined for make-up use, are those colors especially designed for photographic work. Quite unlike the flesh tints used in regular theatrical make-up, Panchromatic colors run to tans and browns. This is necessary since Panchromatic film is sensitive to reds. It is for this reason that ordinary street make-up is not practical and gives unsatisfactory results when used for photographic purposes.

Preparation

Before applying photographic make-up, it is absolutely essential that all traces of dust, dirt and street-wear cosmetics be removed. Miner's Theatrical Cold Cream is especially suitable for this purpose. Massage it well into the skin and then remove the residue with cleansing tissues. All oiliness and traces of cream must be eliminated before proceeding with the first step — that of applying the foundation.

The Foundation

The foundation is the color used on the entire skin surface and may be one of many shades, depending on the natural complexion of the individual.

(Continued on Page 17)

"Sussman Mounts Are Paramount"



THE POWELL

THE POWELL EASEL

Linen Effect Coated Stocks—Gray and Neutral—Crushed Edge Underlay—Silver and Black—Gold and Black—Slip-In Style

Print Size	*Outside Size*	*Price per 100*
3 x 5	5 3/8 x 7 5/8	$ 8.00
4 x 6	6 1/8 x 9	9.50
5 x 7	7 1/8 x 10 1/8	10.50
8 x 10	10 x 13 1/2	18.00
10 x 8	12 1/2 x 11	18.00

THE RODNEY EASEL

Coated Stocks—Gray Only—Serrated Underlay—Slip-In Style

Print Size	*Outside Size*	*Price per 100*
4 x 6	5 5/8 x 8 5/8	$ 7.25
5 x 7	6 3/4 x 9 1/2	8.50
6 1/2 x 8 1/2	9 x 12	13.50
8 1/2 x 6 1/2 Gr.	10 1/2 x 9 1/4	13.50
8 x 10	9 1/2 x 12 1/2	14.00
10 x 8 Gr.	12 1/2 x 11	15.00



THE RODNEY

Samples of any Sussman Mount sent on receipt of 15 cents

HIRSCH & KAYE

Distributors

We have them in stock ***Place your order direct with us***

MAKING UP FOR THE CAMERA

(Continued from Page 15)

Men require darker shades than women, and even their skin tones vary. Lighting also bears directly on the choice of foundation and is important in determining the proper choice of color. Where the lighting is bright, darker make-up is used, and conversely, where the lighting is subdued, lighter make-up is needed.



The technique of applying the foundation is as follows: Squeeze about ½ inch of Miner's Panchromatic Make-up color from the tube into the palm of the left hand. Moisten the tips of the fingers of the other hand, and with these take up some of the make-up and apply it to the face with a stippling or dabbing motion.

When all of the face and chin are covered with spots of foundation, moisten the tips of the fingers of both hands and spread it evenly and thinly.

Try to use both hands in spreading the color, as a broader treatment results in a smoother finish. Caution—too much make-up will be both uncomfortable and ugly.

When applying foundation color, the following is important:

(1) Foundation need not be applied to such features as the overeye, the eyelid and the lips, over which a different color will ultimately be placed.

(2) Very clear complexions do not need as much make-up as muddy or sallow ones.

(3) Be sure to cover the under-chin and neck, and carry the foundation right to the hair line.

The Eyes

The eyes, as one of the most important features of the face, should be given special attention. Proper eye make-up enhances the appearance immeasurably.



With the finger, apply eyeshadow to the upper lid, blending it smoothly with an even stroke. The eyeshadow should be most intense on the lid itself, gradually becoming lighter as it approaches the eyebrow and fading out altogether as it reaches the orbit bone, or outside edge. Deep set eyes require little or no shadowing, while prominent eyes should be heavily shadowed. Eyes that are closely set should have the shadow heaviest at the outer corners. Conversely, wide set eyes should carry the shadow in close toward the nose.



Next, with the eyebrow pencil draw a line close to the lash on both upper and lower lids. The line on the lower lid should start about ¼ inch away from the nose and should meet the line from the upper lid at the orbit bone, forming a small triangle at the outer corner of the eye. Blend this triangle with the finger until it all but disappears, remaining as a soft shadow.

The eyebrows should be shaped and intensified with Miner's Derma Eyebrow Pencil. Be sure to apply it with short even strokes, following the natural hair line. The normal brow should be lengthened slightly by extending the line

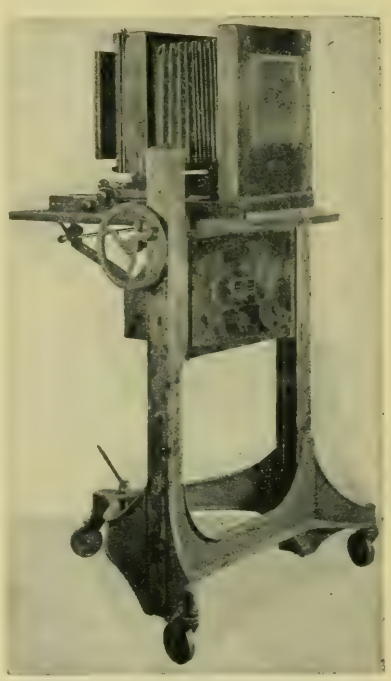
(Continued on Page 21)

CENTURY MASTER STUDIO OUTFIT

In Step with Modern Trends

Here, for the first time, is a studio outfit in which unequalled versatility and dependability have been clothed in modern beauty! It will be welcomed by progressive photographers, for its cleanness of line and dignity of appearance enable it to blend unobtrusively with the most modern of studio furnishings.

Portrait and commercial men, well acquainted with Century performance, will instantly recognize the added utility and convenience with which this "Master" has been endowed. New and advanced features make it the finest Century Studio Outfit ever manufactured.



Like other members of the Century line, the "Master" features a large, removable lensboard and generous bellows draw which permit the use of long focus lenses; convenient placement of controls and a breadth of vertical and horizontal swings sufficient for practically any purpose. Its many added and advanced features are illustrated and described in detail on the following pages.

Price

With all of its added beauty of appearance and versatility, the Century Master Studio Outfit is priced extremely low—only $215 including Stand, Camera and No. 1 Century Sliding Ground Glass Carriage.

THE CENTURY MASTER CAMERA

To assure the owner of a Century Studio Outfit of maximum versatility, it has been equipped with the new Century Master Camera—the previously popular No. 10A Century Studio Camera finished in fine walnut, and complete with added refinements. Embodying all the recognized features of Century cameras such as large, removable lensboard, generous bellows draw which permits the use of both long focus and short focus lenses, convenient placement of camera controls for quick and easy adjustment and a wide range of vertical and horizontal swings that give unequalled flexibility, the "Master" employs several new features which are described in detail herewith.

(Continued on Page 19)

CENTURY MASTER STUDIO OUTFIT

(Continued from Page 18)

Receptacles for Camera Retaining Screws

This new camera has receptacles into which the camera retaining screws may be turned to hold the camera firmly to the bed of the Century Master Studio Stand, and thus enable its use with safety even at maximum tilt.

New Finish

All woodwork is of rich walnut which, together with its brown lacquered controls and fittings, harmonizes perfectly with the stand and with any surroundings in which it might be placed.

New Burgundy Bellows

To provide a perfect blending of camera and stand, the camera bellows which has been specially designed to prevent sagging is of deep burgundy color instead of the usual black. The result is a camera of quiet dignity and rich beauty.

Receptacles for the Accessory Focusing Hood

Two small castings have been mounted on this camera to permit the use of an accessory focusing hood. This hood has a supporting frame that enables it to be attached and detached easily and quickly. Made of French wine velveteen, twill backed, it harmonizes smartly with woodwork, metal parts and bellows. A most desirable accessory for this fine camera.

CENTURY MASTER STUDIO STAND

Handsome walnut and harmonizing brown crackle metal parts combine to produce a stand of utmost beauty and modernity. It has been given greatly increased tilt, endowing this outfit with greatest possible range of usefulness. Camera retaining screws for securing camera to the bed, compartments for film holders, heavier construction, and larger casters produce a stand whose utility and convenience are unequalled. Its new features are illustrated and described below.

Increased Tilt . . . up to 53°

In order that the operator of the Century Master Studio Outfit may obtain maximum flexibility, the forward tilt of the bed has been increased to 53 degrees and the backward tilt to 6 degrees from horizontal. This permits extreme camera angles so often necessary in commercial, illustrative and portrait work. The stand has rigidity and balance irrespective of the angle at which the camera is used.

Camera Retaining Screws

Because of the increased vertical tilt given this new stand, camera retaining screws have been provided to safely secure the camera to the bed. When attached to these screws, it is impossible for the camera to slide off the bed or move even when used at maximum tilt.

(Continued on Page 20)

CENTURY MASTER STUDIO OUTFIT

(Continued from Page 19)

Holder Compartments

Owners of this new outfit will welcome this feature. Two compartments —one on either side of the stand—have been built into the back. One is for holders loaded with unexposed film. The other is to accept holders with exposed film. These compartments will take up to and including six 8 x 10 holders and, of course, all smaller sizes. Conveniently located and of ample capacity, they give added ease of operation.

New Heavier Construction

The entire construction of the Century Master Studio Stand has been streamlined, made more substantial and vastly more attractive in appearance. The base castings have been designed for strength and rigidity and, being much heavier than those on other Century Stands, the center of gravity of the entire unit has been lowered considerably. The result is much greater stability and ease of movement. A sturdy jack locks the stand in place, when desired, and prevents any possibility of movement after camera angle has been determined.

Walnut finish uprights, bed and pivots, have also been given strength and rigidity. The result of such careful designing manifests itself instantly to the user—in its solidity and freedom from vibration, in its easy movability and the positive, precision action of its controls.

Large Casters

In spite of the rugged construction of this stand, it can be moved wherever desired—even over thick carpets and rugs—with little effort. Its large, oversize, full-swivel casters make this possible.

New Finish . . . New Design

The styling of the Century Master Studio Stand keeps step with modern trends. With all woodwork of beautifully shaded walnut and all metal parts finished in an attractive brown crackle, this unit "belongs" in the most elegantly appointed studio. The subject, looking at the camera, sees nothing of the controls or operating parts—for they have been so placed as to be hidden from view. Holder compartments are fully protected from accident and injury. Here is an outfit that is destined to find its place in America's finest studios.

FOLMER GRAFLEX CORPORATION
ROCHESTER, N. Y., U. S. A.

Photophlat

The New York World's Fair management, after trying out various methods, now uses Fotoflat to affix identification photos to their season tickets and employees' passes—about 500,000 little pictures mounted with Fotoflat!

That speaks pretty well for the speed, convenience, and fine results Fotoflat gives, doesn't it?

MAKING UP FOR THE CAMERA

(Continued from Page 17)

a bit, following the regular curve of the brow. A woman's brows should be extended a trifle more than a man's.

Powder

After the foundation has been applied and the eye make-up completed, Miner's Theatrical Face Powder should be added. Apply with puff by pressing or patting. Never rub it on. Powder the face and neck rather heavily, including eyelids and brows. After allowing powder to set a few minutes, remove excess with powder brush or clean puff. To clean brows, use brush or moistened finger. Powder may be removed from eyelashes by pulling them between moistened thumb and forefinger.

Subject is then ready for final make-up touches.

The Lips



In lip make-up it is preferable to follow the natural contour of the lips.

Lip rouge is applied with the little finger to the upper lip. The lips are then compressed and the imprinted outline on the lower lip will show where the bottom line is to be drawn. The rouge should be carried into the mouth so that a smile will not reveal the line where the rouge stops. Excess lip rouge should be removed with cleansing tissue. This is necessary in order to give the lips a natural appearance.

Men as a rule require no lip rouge unless they possess dull, lifeless lips, or where it may be necessary to add fullness to otherwise thin lip lines. Where lip rouge is used on men, the lips should be powdered in order to tone down the rouge and leave the lips more natural in appearance.

Make-up Removal

To remove make-up, merely take a small amount of Miner's Theatrical Cold Cream and massage it well into the make-up. Wipe off residue with cleansing tissue or soft towel. Repeat until all make-up and traces of color have been removed. After make-up has been removed it is usually best to wash the face with soap and water, finishing up with a light application of powder.

General Hints

Men should apply the foundation a little more heavily over the beard line in order to eliminate the usual smudgy appearance that the beard causes.

Men should also apply foundation to the outer ear to make it blend with the facial make-up.

A prominent or double chin may be reduced by applying shadow lightly to the prominent place and carefully blending it into the foundation.

If the nose is long, blend off foundation just above the tip. This will shorten its appearance.

A wide nose which needs slenderizing can be made to seem more narrow by means of a thin line of highlighting color drawn down the center and slightly under the tip of the nose. A wider line applied the same way will make the nose seem broader.

Highlights on the nose, forehead, cheekbones, or other parts of the face may be procured by dipping a wad of cotton, or puff in olive or mineral oil and patting lightly on those portions where the highlight is desired.

PHOTO SUPPLIES

You can buy anything you need from one dependable firm.

Try HIRSCH & KAYE *first*

WOLFF'S CARBON PENCILS

These pencils leave a dead black mark without lustre. An ideal medium for spotting black and white prints. In five degrees—H, HH, B, BB and HB. 20 cents each, or $2.00 a dozen. Grade 3B, 35 cents each, $3.75 a dozen.

HIRSCH & KAYE
have them.

STERLING TANK OUTFITS

SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output. Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



2 SIZES
12, 19 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
COMPACT
DURABLE
EFFICIENT

The best by test.

A. K. DILDILIAN

Complete
Negative Alteration
Service

339 NORIEGA ST. SAN FRANCISCO
OVERLAND 6820

FOR SALE

Studio, established 10 years. A1 location; small rent; coast town, population 12,000. Wonderful opportunity for man with small capital. Address Box 2370—THE FOCUS

Photographers

Write for 1939 Catalog and price list, genuine oil portraits—pastels, or rebuilt damaged portraits.

Convex glass and portrait frames.

VICTOR PORTRAIT COMPANY
752 - 13TH STREET, OAKLAND, CALIF.

Putz Pomade

Oldtime photographers will quickly recognize this product as a standard article for many years. It is a smooth working abrasive used for local reduction, and readily finds its place in every workroom. A tin of generous capacity will be sent at price of only 25 cents, sufficient for several hundred applications. Place your order today.

MAKING UP FOR THE CAMERA

(Continued on Page 21)

Moistening the lips with the tongue, just before the photograph is taken, will highlight and flatter the lips.

In lip make-up, remember that a short upper lip is not suited for a high cupid's bow, nor will a short chin accommodate a thick lower lip.

The lower lip should be widened if one has a very long chin.

If the lower lip is prominent, foundation color should be applied along the bottom of the lip so as to reduce it. If the sides of the upper lip are too full, they, too, may be reduced in the same way.

The mouth will seem smaller if the rouge is not applied all the way to the outer ends of the lips.

A thin film of cold cream or vaseline lightly applied to the upper lid provides a flattering highlight for a woman's eyes.

Rouge should not be used on the cheeks.

* * *

Remember, making-up is only as difficult as you yourself make it. Success may not crown your initial efforts, but a little practice and perseverance will produce amazingly fine results.

Proper facial make-up will subdue many undesirable features that the camera exaggerates, and will result in more attractive photographs, revealing all the natural beauty of your subject.

The following schedule shows the color schemes recommended for different types.

Character	*Grease Paint*	*Powder*	*Liner*	*Lip Rouge*	*Eyebrow Pencil*
Men—Fair Skin	Foto CC	Foto CC	Foto No. 2	None or Foto Dark	Brown
Men—Med. or Dark Skin	Foto DD	Foto DD	Foto No. 2	None or Foto Dark	Brown
Women—Fair Skin	Foto AA	Foto AA	Foto No. 1	Foto Light	Brown
Women—Med. or Dark Skin	Foto BB	Foto BB	Foto No. 2	Foto Med.	Brown
Elderly Type—Men	Foto CC	Foto CC	Foto No. 2	Foto Dark	Brown
Elderly Type—Women	Foto BB	Foto BB	Foto No. 2	Foto Dark	Brown
Children—Boys	Foto BB	Foto BB	Foto No. 1	Foto Med.	Brown
Children—Girls	Foto AA	Foto AA	Foto No. 1	Foto Light	Brown

Courtesy of MINER'S, INC.

Successful Convention

The 24th Annual Convention of the California Division of the International Association for Identification was held in the Hotel Oakland and was considered a big success. There were a number of lectures and discussions on crime prevention and identification methods. A demonstration of the use of the lie detector was included.

Our congratulations to Francis X. LaTulipe, president of the association and head of the San Francisco Police Department Identification Bureau, for the program. Other officers who worked with him deserve their full share of recognition.

A feature of the Convention was the display of modern photographic, scientific, and optical equipment as used in the modern police methods, as well as numerous items of finger print equipment.

Commonly Used Terms

DEPTH OF FIELD — rendering of both near and distant objects sharp on the one negative. Sometimes called "depth of focus" or "depth of definition."

DESICCATED—the dry or anhydrous form of chemicals as distinguished from "cryst."

One of this Season's Popular Styles



THE CAVALIER

The reason—the quiet richness of the design and the stock combine to produce an outstanding easel.

If you are not acquainted with the CAVALIER, ask your stockhouse salesman to show you samples so that you can fully appreciate the sales possibilities of this style. For 15 cents we will send you a sample of the 4x6 size and include the EMPRESS, a companion folder style.

EASTMAN KODAK COMPANY

[TAPRELL LOOMIS DIVISION] CHICAGO, ILLINOIS

Jerry's Corner



By Himself

Since I've been going to the fair, I've found how to beat the cost of meals.

Just walk around all day and you'll get hot dogs.

Manual asked me if I had been in to see Stella and I told him no. I heard Billy Wolff say he saw her in 1915, and she was a lot younger then.

But I did see a sign at the gayway what said, "Have you seen Stella?" and nearby a woman was asking a guard, "Have you seen my husband?"

Mary had a swimming suit
Quite pretty, I've no doubt.
But when she puts herself inside
The most of her stays out.

This is the Hi age for some men. High chair, high school, high stool, high finance, high hat, and Hi-Warden.

Never judge people by the clothes they wear. Some of the most gorgeous flowers haven't got a scent.

Mr. Stith, one of our new men in the store, waited on a lady who said she wanted a 120 film. "Pan or regular?" says Stith. And the lady says, "What's the difference?" "Pan film is faster," said he, "but costs 5 cents more." "Give me the regular film," she says; "my daughter is in no hurry."

The visit of the King and Queen reminds me of Mike, our stock room foreman (and a good one). His name is 'Oppis, with the Hacksent on the Haitch.

Did I tell you about Bush and the first trip he made with his new Dodge? He was giving it a tryout when a man on a motorcycle caught up with him. "What's the matter, officer?" he said. "Driving too fast?" "Oh, no," said the cop, "you were flying too low."

Matt Nunan in the order department has a little son whose name is Matt also. To distinguish the two Matts from the door mat and the bathroom mat the little fellow is called semi-mat.

Do you know that every time they shoot one of the big guns at the Presidio, a thousand dollars goes up in smoke? That's why they invented smokeless powder.

My girl was telling me her mother warned her if she petted or drank or smoked, the men would call her fast. She's right, too, because the phone is nearly always busy.

I was reading about one of the new hospitals back East that is so big every floor has its specialties. Imagine an elevator operator helping with something like this: "Fourth floor—liver trouble, lumbago, gallstones, and rheumatism."

—JERRY.

"Professional" Model Home Portrait And View Camera

for

Home Portraits : Views : Passports : Illustrations : Copying

This camera was designed to meet the needs of the professional and advanced amateur. With the *16-inch* bellows draw many things can be accomplished that formerly required a 24" bellows. With a 7½" F. L. lens, copying can be done full size. With the divider two exposures can be made on fine grain 5x7 film and enlarged.

Specifications

Finely finished in a warm tan and waxed. All metal parts are solid brass, finished satin and lacquered. Truly professional in appearance. Full extension is 16". Longer than any other 5x7 at this price. The bed has two tripod sockets and is long enough to hold a film pack when folded. Focussed with solid brass rack and pinion from the back, leaving the front clear for a wide angle lens.

Heavy back has both horizontal and vertical swing with good locks on each. Built-in removable divider and acid etched ground glass. Back is reversible.

Front is heavily constructed and has room on three sides to clamp lamps on for home portraits. Rising and falling front with 5¼x5¼ lens board.

Packed each in a heavy black box which serves as a carrying case.

Price $16.50



MINER'S

Foto-Matic

MAKE-UP KIT

for Black & White Photography

Create matchless portraits by using the proper facial make-up. It's easy, simple and quick.

Kit Contains:

5 shades Foto-Matic Make-up	2 shades Face Powder	Cold Cream
3 shades Lining Colors	2 shades Lip Rouge	Eyebrow Pencil
	2 Puffs	Cleansing Tissues

Booklet, "MAKING UP FOR THE CAMERA" and Full Instructions in each Kit.

Price $2.50

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering.

Case for 3¼x4¼ Graflex B.
Bargain Price **$6.00**

8x20 Cirkut Print Frame with glass.

Bargain Price **$3.50**

Leica 35mm. Enlarger, equipped with condensers.

Bargain Price **$25.00**

Elwood Improved Special Enlarger for 5x7 and smaller negatives. Like new.

Bargain Price **$52.50**

Majestic Spot Lamp on stand. Designed for Photo Flood Bulb.

Bargain Price **$16.50**

Korona No. 2 Home Portrait Stand. Good mechanical condition.

Bargain Price **$13.50**

4x5 RB Graflex D without lens but with FP adapter. This model permits use of variety of lenses.

Bargain Price **$45.00**

Ica Trix Camera, 10x15 cm. (4x6") fitted with 6½" F4.5 Zeiss Tessar lens in compure shutter with back adapter and case. Suggested for production of negatives for scenic post cards.

Bargain Price **$49.50**

8x10 Film Holder. Will fit Eastman or Corona cameras.

Bargain Price ..... **$2.75** each

16" Reflectors. Are enameled steel. Designed for use with No. 2 Flood Lamps.

Bargain Price ..... **$1.75** each

B & W Exposure Records and Diaries for 1938. Lots of useful information in them.

Bargain Price ..... **45¢** each

Zeiss Magniphot Enlarger with condensers. This is a late model for 35mm. film, and without lens. Designed to use lens on camera.

Bargain Price **$34.50**

To equalize our inventory, we offer **Blaisdell Pencils** in various assortments as follows:

Light Brown Sepia Spotting Pencils
Dark Brown Sepia Spotting Pencils
Laboratory Brown Pencils
Sepia Spotting Pencils

Bargain Price ... **Three for 25¢**

2¼x3¼ RB Graflex with F4.5 KA lens. Film pack adapter and case are included. Outfit in excellent condition.

Bargain Price **$49.50**

Johnson Home Portrait Ventlite Studio Outfit with stand. Good condition.

Bargain Price **$46.50**

Maximar 6½x9 c/m Camera with F4.5 Tessar Lens, Film Pack Adapter, and Focusing Panel.

Bargain Price **$41.50**

24-inch Halldorson Print Washer. This is in good condition, and a special feature in the center of the washer will keep your prints from piling up in the center.

Bargain Price **$11.50**

"Professional" Model Home Portrait And View Camera

for

Home Portraits : Views : Passports : Illustrations : Copying

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Majestic Spot Lamp on stand. Designed for Photo Flood Bulb.

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Bargain Price **$13.50**

4x5 RB Graflex D without lens but with FP adapter. This model permits use of variety of lenses.

Bargain Price **$45.00**

Ica Trix Camera, 10x15 cm. (4x6") fitted with 6½" F4.5 Zeiss Tessar lens in compure shutter with back adapter and case. Suggested for production of negatives for scenic post cards.

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Bargain Price **$11.50**

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Pako Liberty Model Belt Dryer for Matt Prints and Fotostats. Thoroughly reconditioned. Electric heated model.

Bargain Price $125.00

3¼x4¼ R. B. Auto Graflex with case and adapter. No lens.

Bargain Price $65.00

4x5 R. B. Series B Graflex with Kodak Anastigmat F4.5 lens, film holder and magazine.

Bargain Price $87.50

STONEWARE TANKS

The few 42-inch Stoneware Tanks on hand are offered at bargain prices in order to make room for other stock. These are new tanks in their original crate and are the kind we have used in our own Finishing Department for the past 16 years without replacement or special attention. The bargain prices include a substantial reduction from the original.

Inside Measurements			*Bargain Price*
Length	*Width*	*Depth*	*Each*
2—18 gal. 10½ in.	9½ in.	42 in.	$21.00

A year to pay.

3¼x4¼ Graflex, Series C, with 6½-inch Cooke F2.5 lens and case and film pack adapter.

Bargain Price $145.00

4x5 Graflex B with F4.5 B. & L. Tessar, 6 Plate Holders and Case..... **$57.50**

Korona #2 Stand, shopworn, **$13.50**

Elwood 16x20 Masking Easel for Enlarging. In condition like new.

Bargain Price $20.00

Eastman Flash Sheets No. 3. Excellent illumination for emergency use. (Not mailable.)

Bargain Price ..... 10c a pkg.

Marshall Smokeless Flash Cartridge. Six cartridges to a box.

Bargain Price ..... 15c a box



Window Display Cards as shown in the illustration. Printed in 3 colors. Size, 27x29 inches.

Bargain Price ..... $ .35 each

Halldorson 4-Unit Studio Lamp and Stand. No. 4 flood lamps are suggested, or you can use 15 hundred-watt Mazda lamps.

Bargain Price $98.50

Spredlite Flash Lamps, Model #2, consisting of a metal trough, wood extension handle and suitable firing device to ignite powder by means of caps.

Bargain Price ..... 25¢ each



Contact Quality in Any Size

PRINTS of any size have the quality of the finest contact prints when made on Vitava Opal. That's why large Opal prints sell so readily . . . give so much satisfaction. Fifteen attractive Opal grades to choose from. Eastman Kodak Company, Rochester, N. Y.

VITAVA OPAL PAPER

FOR ENLARGEMENTS OF CONTACT PRINT QUALITY



KODABROM is different, in quality and convenience

THIS new type enlarging paper, with its fine gradation quality and rich black tones, gives prints of exceptional brilliance. It's easy to handle too . . . has wide exposure latitude . . . develops in from 45 seconds to 1½ minutes. Seven grades, each in four stable contrasts.

Eastman Kodak Company, Rochester, N. Y.

THE

FOCUS

Published Monthly in the Interests of Professional Photography

VOL. XV JUNE, 1939 No. 6



JERRY'S SISTER—
Before she used Mine's Make Up Ke

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Published by
HIRSCH & KAYE
SAN FRANCISCO

VELOUR BLACK

For Prints by Projection

Printing speed for time-saving, contact-paper simplicity for convenience . . . and quality—a quality that brings crisp and brilliant tones, with no trace of haze or "mist."

These are the basic features that have made Velour Black a favorite with professional and amateur alike, for prints by projection. Its popularity is reflected in the 25 Velour Black varieties of the present: 22 paper stock surfaces—eight obtainable in four contrasts—and in the Velour Black Specials—ADLUX, IVORA and CANVAS.

DEFENDER

PHOTO SUPPLY COMPANY, INC.

ROCHESTER, N. Y.

Descriptions: Surfaces—Grades—Formulas

DEFENDER BOOK *on request*

THE FOCUS

Prepared and Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE
239 Grant Avenue, San Francisco
The Largest Independently Owned Photo Supply House in the West

VOL. XV JUNE, 1939 No. 6

INTRODUCING—



JERRY
Editor-in-Chief

Hi—folks.

Once more the firm has found they can't get along without me. The editor is away on a vacation and it is up to me to get out this number of our magazine.

He left in somewhat of a hurry. Went up to Canada. Said something about having to return the King's visit.

If that is where he went, I bet he went to kiss the Dionne girls. Just like him not to be satisfied with one.

I hope this number will please Manuel. He has been after me for a long time to take life serious and read up on heavy literature. He says I don't know the Greek tragedies.

I will take him to lunch some day (Dutch treat) and show him how well I know them. Rust bif, rust pork, two cup scough. Talk about tragedies!

He is right, we should think of doing everything in a big way. So I asked him if he could write the amount of the national debt in roman numbers.

You try it sometime.

If I was the regular editor I'd start a campaign for new laws to help the photographer.

Fellow bulb squeezers, you're being neglected by the government. What do you get for your taxes? What—I ask you and you ask me.

Make me editor of The Focus and I'll see that you get new laws that will recognize the importance of your vote and your ability.

Look—folks are getting money from the government because they are not working. Farmers are getting money for not planting. Packers are getting money for not packing, and Manuel has just told me I'm getting money for not editing.

Photographers should get paid for not making pictures. At least some of them. What do you think? Are you for me?

I suppose I'll be seeing you on Treasure Island July 28. That is the day of the dog show. There will be medals, blue ribbons and honors. Be sure to be there. All breeds recognized and no questions asked.

—JERRY.



Accent on Sentiment

Tremulous . . . blushing . . . straight from the altar they'll come to you . . . through showers of rice . . . attired in all the vestal beauty of nuptial white . . . the traditional JUNE BRIDES who commission your artistry and your skill to record for them the glamour of life's most thrilling moment. Sentiment demands only the finest of everything is worthy of the occasion. You'll find it highly profitable to rely on Gross Mountings to accent the sentiment and beauty of every bridal print you make . . . The Gross Photo Supply Company, 1501 West Bancroft St., Toledo, Ohio.



Gross

PHOTOGRAPHIC MOUNTINGS

Thar Musta Been Gold In Them Thar Hills

Next time you go to lunch (at your own expense) and grumble about the price of things, take a look at a Bill of Fare like was used in California in 1850. A customer in Mariposa sent it to us.

SOUP

Bean	$1.00
Ox Tail (short)	1.50

ROAST

Beef, Mexican (prime cut)	1.50
Beef, Up Along	1.00
Beef, Plain	1.00
Beef, with One Potato (fair size)	1.25
Beef, Tame, from the States	1.50

VEGETABLES

Baked Beans, Plain	.75
Baked Beans, Greased	1.00
Two Potatoes (medium size)	.75
Two Potatoes, Peeled	1.00

ENTREES

Sauerkraut	[illegible]
Bacon, Fried	1.00
Bacon, Stuffed	1.50
Hash, Low Grade	.75
Hash, 18 Carats	1.00

GAME

Codfish Balls, per pair	.75
Grizzly, Roast	1.00
Grizzly, Fried	.75
Jackass Rabbit (whole)	1.00

PASTRY

Rice Pudding, Plain	.75
Rice Pudding, with Molasses	1.00
Rice Pudding, with Brandy Peaches	2.00
Square Meal, with Dessert	3.00

PAYABLE IN ADVANCE

Gold Scales on the End of the Bar

P.S.—Mariposa means butterfly in Spanish. Smart boy—that's me.

How Is Your Bellows?

OLD and worn out like yourself? Or full of holes? A lot of people have bellows trouble and don't know it. Four out of five have it and their best friends won't tell them. Sort of a gapsosis condition.

But don't worry, we can help you. Come in for a consultation and get our estimate. We'll give you wim and wigger in a new bellows. Here is my estimate of the average operation:

PRICE LIST OF BELLOWS

Single Extension

Camera Size		*Length of Draw*	*List Price*
5 x 7	View	13	$6.25
6½x 8½	"	16	7.00
8 x10	"	18	9.50

Double Extension

4 x 5	View	20	$6.50
5 x 7	"	24	7.50
6½x 8½	"	28	9.00
8 x10	"	32	10.50
7 x17	"	34	12.75
11 x14	"	42	16.50

Panoramic View

7 x17	28	12.00
8 x20	32	13.50
12 x20	22	13.00

Studio Cameras and Enlargers

50c per inch of draw

All items above to be covered with [illegible]

Amateur Folding Hand Cameras

75c per inch under 6 inches of draw
50c per inch 6 to 10 inches of draw
45c per inch over 10 inches of draw

These bellows to have leather covering.

Special sizes to order, for any purpose. (Yes, we give gas if you want it.)



for perfect movies

16mm. PRICES

PANCHRO SUPER REVERSAL: 50 ft. $3.25, 100 ft. $6.00. PANCHRO MICROGRAN REVERSAL: 50 ft. $2.50; 100 ft. $4.50. ORTHO REVERSAL: 50 ft. $2.50, 100 ft. $4.50. No additional charge for processing. Return postage of processed films prepaid.

Double 8 PRICES

PANCHRO SUPER REVERSAL, $2.25; PANCHRO MICROGRAN REVERSAL, $2.25; ORTHO REVERSAL, $2.00. These films are supplied in 25 foot lengths of 16mm. width, pre-scored to enable separation into two 8mm. width lengths. No additional charge for processing. Return postage of processed films prepaid.

These films are favorites with the serious cinematographer. He finds them easy to use in his camera—and most satisfying in *quality*. Fast speed gets the scene under unfavorable light conditions—and clear sharp register of action such as found in sports. The color balance reproduces a perfect black and white rendering of all colored objects. And—fine-graininess assures "theatre quality" projection. Processing laboratories are located all over the world thus giving the movie maker a prompt and efficient reversing service wherever he may be. As a suggestion to start the outdoor movie making season confidently and with enthusiasm we recommend these three films. Try them out and enjoy the thrill of making "perfect movies."

THE GEVAERT COMPANY OF AMERICA, Inc.

6370-72 Santa Monica Boulevard, Los Angeles

New York Boston Philadelphia Chicago San Francisco Toronto Montreal Winnipeg

Hands Across the Sea

NOW that the King and Queen have been here, I want to show my appreciation of their visit. I looked around and found we have some British Journal Almanacs, some with paper covers, some with cloth (English broadcloth). They are last year's edition, but the pictures are just as fresh, and the pages nice and clean. And the formulas and printed dope are still good.

I also found some American Annuals, paper and cloth, good pictures from last year, and information that is good for a long time. Buy one of each at my bargain price. Leave them on your table and make believe you're a highbrow. Or, if you want to make people believe you really read them, I'll tear the books a weeny bit and turn back the page corners and drop the books on the floor a few times, all at no extra cost to you. Of course, if you insist, we can't stop you from really reading them.

BRITISH JOURNALS—*Paper cover*	**$ 65**
BRITISH JOURNALS—*Cloth cover*	**.90**
AMERICAN ANNUALS—*Paper cover*	**.75**
AMERICAN ANNUALS—*Cloth cover*	**1.10**

One British and one American Annual is a Royal Special. Order them that way.

Samson Tripods

ONCE there was a man named Samson, who let his hair grow long. Instead of playing the fiddle, he became the strong man in the circus. Later, he became the world's first advertising man. He used two columns and pulled down the house.

We've got a tripod in honor of his memory. It's made of wood, two sections, sliding and all the modern hardware that made another wooden tripod famous. Closed, it measures 34 inches and weighs 4¾ pounds. When opened, it is 5 feet high, really eye level for the ground glass, and seems to weigh less. Rubber shoes on the feet, for wet weather.

The aluminum head is free from hair, but very strong. Measures 3½ inches across, big enough for an 8 x 10 camera. Tripod screw three inches long, below the head. And here's the very best thing to tell you—the price is only $5.50.

Come on, Delila, get your Samson.



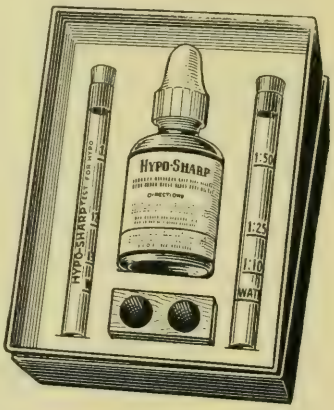
Lookee!

Now you can see what a Miner Make-Up Kit will do. When I brought home a kit for her to use, everybody laughed, but you ought to hear them now. This is not a picture of my sister, but now that she is using her eighth or ninth kit she looks *like* this. It works so well that we decided to raise the price to $2.50 because that is what the factory charges us, but you can see for yourself it is worth the money.

●

HYPO-SHARP

Far more sensitive than the permanganate test. Semi-quantitative . . . one drop HYPO-SHARP reagent in one c.c. water is decolorized by approximately 1/10 milligram of hypo. The change from blue-black to water clear is instantaneous. HYPO-SHARP easily detects as little as one part hypo in 50,000 parts water.



$1.00 buys a set

Cut in Half

BY this time I guess everybody knows about Jack Powell viewing glasses. You know—those blue glasses mounted in a rubber mount with a string so you can use them for a monocle when you are presented to the King or you can use them for looking at the scenery.

We've sold so many that the price has been cut in half and you can get the same glasses now for only $1.00. Every photographer who employs help needs one. Your hired man is likely to tell you that times are getting better because the cigar butts he finds are a half-inch longer than last year. That is a hard argument to answer but if you have a Jack Powell viewing glasses let him look through it and instead of wanting a raise he will be glad to work with a 10% cut.

←⁂→

A Sure-fire Reducer

We've got a reducer that beats your tablets, diets, and vibrating machines. It is good for a reduction of nearly one-half.

I'm telling you now about the reducing back that fits the 5 x 7 Eastman View Camera, the Clinical Camera, and the Photo Evidence Outfit. It is made to use 4 x 5 Graphic holders or Kodak Film Pack Adapter, and has a groove for a single sliding board to divide the negative the five-inch way. That should appeal to our Scotch customers but is not so good for the stock house business. Anyhow if you want one we'll sell you a reducing back with one holder for $16.00.

←⁂→

I. M. Powell of Hanford was in San Francisco for several days to see our Fair. He tells us he has seen many pictures of the Fair pass through his finishing equipment, which indicates the wide interest shown.

Take Liberty

Some people say there is not enough liberty in this country and some say there is too much. I've made arrrangements with the Wollensak Optical Company so you can have as much liberty as you want. If you don't believe me look at the pictures of the Statue of Liberty on page 14. Anyhow, send for a copy of the Wollensak catalog if you would like to know more about these lenses.

←⁂→

Jim Farley Says "No"

When you get a shipment of flash blubs by express don't think for a minute that Frank, the parcel post clerk, has got a grudge against the post office. That would never do, because it might mean the end of his job.

The reason we send flash bulbs by express or truck is that the post office department won't let us use the mail. You know how parcel post shipments are handled—sacks of mail run over by trucks, and jumped on by letter carriers, dropped from trains and other gentle methods of handling, so it was nothing unusual for a couple of shipments of flash bulbs to blow-up in the mail bags making a lot of smoke and scaring people. Of course the factories don't like it, you don't like it, and we don't like it. Neither do we think there is any more danger of fire in shipping flash bulbs than there is in some of the magazines I've seen. So maybe we will be able to get our heads together and change the rule. If Mr. Farley holds out on us, by 1940 you will have to vote the Republican ticket after all.

←⁂→

FOR SALE

Attractive ground-floor studio doing portraits, finishing and commercial work. Valley town, low rent, no competition.

MARIA MAILE
Box 56 Lincoln, California

Puleese!

EVERY day the order department gets a couple of order cards with an order written on them but not signed. That means somebody has to take a lot of time to look through the file to see who might have sent it and all the time he could be doing something else. There are times when we are able to identify the sender by fingerprints, smell, or otherwise. In that case all we've done is waste our time looking through the file.

But sometimes we can't tell who sent the order, especially if it's typed. Times are too hard to put on our staff a hand-writing expert or a crystal gazer or a tealeaf reader or a gypsy fortune teller, so please be sure your cards are signed every time you mail them. Of course if you do, it will save a lot of time for yourself.

←⁘→

The Green Studio in Salinas has opened a complete and modern ground floor studio which will be operated in addition to the original studio on Main Street. The official opening took place, June 20.

* * *

After forty years in the original location, the **McMillan Studio** of Vallejo has been moved to a new ground floor location at 511 Georgia Street. Our congratulations to Mr. and Mrs. Turner on their new and successful business in this community.

←⁘→

New Weston Film Rating Chart

Down in the receiving room I saw a package of leaflets that I think you would like to have. It's the new Weston Film Rating Chart brought up-to-date and free on request. Just tell us what you would like to have and we will send one or as many as you would like to have.

Reducer

DON LAGRANGE helped out by giving me a tip he had picked up at one of the local studios. Seems that a good way to apply a local reducer to high lights of a negative or to over-exposed part is to take a piece of an old silk stocking or piece of canton flannel and wrap a single thickness around the end of one finger. He didn't say which. Dampen the cloth with turpentine and rub in a little bit of Bon Ami. If you will rub gently on the emulsion, you can reduce it as far as you want to go. Better practice on some old negatives till you know just how. Seems that the turpentine will not soften the emulsion and of course Bon Ami cannot scratch the surface.

* * *

The folks around here have been awfully nice to me in getting out this number. Mr. Wolff tell me Mr. A. W. Peterson of the Photo Shop, Las Vegas, Nevada, was in the office and mentioned he had sold his business to Mr. Fred Nielson of La Jolla. Mr. Peterson was on his way to New York with a son and daughter, who are joining him in Salt Lake City. After looking over Mr. Whalen's meat ball and tooth pick at the New York Fair, he would find a studio and continue his work.

←⁘→

Mr. Stables of Chico and his son spent a little time in the office. I think this was a business trip.

* * *

Mr. and Mrs. Frenzel were visitors in the office in connection with a short visit to Treasure Island.

* * *

Mrs. Stephens of the Gainsborough Studio in San Luis Obispo was one of our out of town visitors.

* * *

J. H. Brockman of Reno spent about a week in San Francisco enjoying the Exposition and our delightful weather.



What Every Wife Needs

YOU heard the story at the picnic where a woman won first prize for throwing a rolling pin the longest distance, while her husband won the one hundred yard dash. We got a good idea out of that. The American Beauty Rapid Mounter went over big. Over the mounting tissue and over the cash register. Any other use you want to make of it is your own affair. It is fine for light jobs and all that, but when hubby stays out all night the job calls for something bigger.

So now we have the professional model. Newlyweds and amateurs are barred. The professional model measures better than 8x10, weighs 15 lbs., and is sure to make an impression on you. And here is good news for the men. When friend wife sees the beautiful chrome job, she'll say you are not worth bending a good flatiron like this and she'll let you use it for what it was intended, a first-class dry mounting press. Price with cord, but without electricity, 17.75.

PRICE

$17.75 for A. C. **$18.75** for D. C.

"Mallinckrodt Chemicals . . . . . Since I Have Been in Business"



Says MR. ALBERT E. BRESNIK
HOLLYWOOD, CALIF.

Dramatizing United Air Lines' slogan "Coast to Coast," this photograph by Albert L. Bresnik, of Hollywood, California, characterizes the spirit of air travel. Says Mr. Bresnik in a recent letter: "I have been a user of Mallinckrodt Chemicals for as many years as I have been in business." Like all photographers interested in the highest quality of results, he has learned to depend on Mallinckrodt Chemicals. They are dependable, always uniform in action, and are physically as well as chemically perfected. Specify Mallinckrodt on *your* next order.



LIGHTING: Two No. 4 Photofloods in Vitachrome Diffusion Lamps. Left light 1 ft. higher than image. Right light on even plane with subject. Camera: Agfa 11x14 Studio. Exposure 1 sec. Lens stop 22, Wollensak Vitax 16". 8x10 negative.

Mallinckrodt
CHEMICAL WORKS
SECOND & MALLINCKRODT STS., ST. LOUIS, MO.
70-74 GOLD ST., NEW YORK, N. Y.
CHICAGO - PHILADELPHIA - TORONTO - MONTREAL

Going to the Convention?

FROM the way that some of the customers aren't paying their bills, I have a hunch they're saving their money to go back East to the National Convention. A lot of people in the West have never seen a Buffalo but you can go east to Buffalo, New York, and maybe see one on the back of a nickle. The Convention date is August 21 to 25 and according to a letter I found among the editor's papers, here is a line-up on the program:

CLINICS:

Reception Room Problems: One hour each morning, Tuesday through Friday.

Portrait Oil Coloring: One hour each morning, Tuesday and Thursday.

Commercial Coloring, Water and Aniline: One hour each morning, Wednesday and Friday.

Studio Decoration and Arrangement: One hour each morning, Tuesday through Friday. Bring floor plan of your reception and camera rooms if you want suggestions; also photographs of these rooms if possible.

SALES PROMOTION:

Two-hour program each morning, Tuesday through Friday. Eight talks in all, each followed by discussion period. Subjects as now planned:

Creative Selling at a Profit for the Commercial Studio.
Photographs Planned for Proper Reproduction Bring Better Prices.
There's Money in Copies.
How I Photograph Schools Profitably.
The Importance of a Photograph File of Your Community.
News Photography with the Miniature Camera.
Making Your Studio the Photographic Center of Your Locality.
Profitable Opportunities Often Overlooked.

PORTRAITURE:

Three-hour program each afternoon, Tuesday through Friday. Eight illustrated talks or demonstrations in all. Subjects as now planned:

Portraiture of Men.
Photographing Women in the Modern Manner.
Photographing Babies and Very Small Children.
How I Make and Sell Home Portraits.
Proper Use of Photoflash in Group Portraiture.
Getting the Best from Your Portrait Negatives.
Proper Composition in Three-Quarter and Full-Length Portraits.
Portrait Print Clinic, by the Jury of Selection.

COMMERCIAL PHOTOGRAPHY:

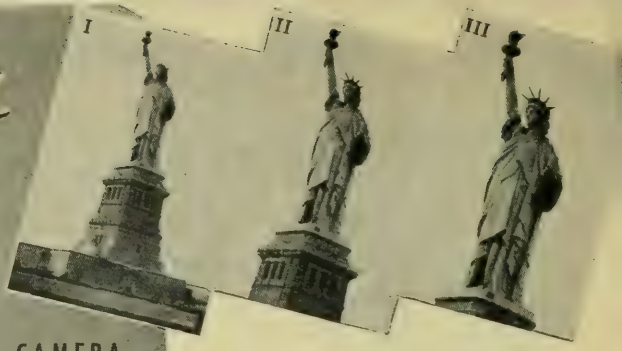
Three-hour program each afternoon, Tuesday through Friday. Eight illustrated talks or demonstrations in all. Subjects as now planned:

Modern Methods in Advertising Photography.
Commercial Print Clinic, by the Jury of Selection.

(Continued on Page 15)

3 Views WITH 1 LENS

WITHOUT MOVING THE CAMERA





● You have a choice of three different sizes of image when you're set up for a shot with a Wollensak Series Ia Velostigmat* Convertible Lens. Photo No. I—with Doublet. Photo II—with Rear Element alone. Photo III with Front Lens only—all from same position. ● Virtually three fine anastigmat lenses in one, Series Ia gives large images—fine perspectives—grand telephoto effects. Single element and doublet fully corrected. Negatives are clear, sharp. *F*6.3 to *f*7.7. You'll want one often this Summer. Get it now.

Reg. U. S. Pat. Office.

★ WRITE FOR FREE BOOK



WOLLENSAK

WOLLENSAK OPTICAL COMPANY

ROCHESTER, NEW YORK

GOING TO THE CONVENTION?

(Continued from Page 13)

Illustrative Demonstration with Models.
Photographing Glass, China and Metal Objects in the Modern Manner.
Getting the Best from Your Commercial Negatives.
Demonstration of Direct Color Photography with Models.
Results of Direct Color Demonstration, and Discussion.
Architectural Photography.

PHOTO FINISHING:

Two-hour program each morning, Tuesday through Friday. Eight talks in all, each followed by discussion period. Subjects as now planned:

How Photo Finishing Solved My Dull Summer Problem.
Correct Processing of Minicam Film.
What Extra Equipment Is Needed for Summer Photo Finishing?
Selling Enlargements to Amateurs Means Added Profits.
How to Promote Your Photo Finishing Business.
Quality Work Is Necessary to Satisfy the Amateur and Keep Him Coming.
Promoting the Sale of Amateur Films and Supplies.
Simple Recording and Delivery Systems for Photo Finishing.

BUSINESS AND SPECIAL SESSIONS:

Council Meetings: (For delegates only.) One each morning, Tuesday and Thursday; other mornings if necessary.

Ontario Society: Tuesday will be "Ontario Day." Ontario Society officers will be in the chair for all sessions and members of the Ontario Society will hold business sessions of their own at Hotel Statler.

New York State Society: Wednesday will be "New York State Day." New York State officers will be in the chair for all sessions and members of the Professional Photographers' Society of New York will hold business sessions of their own at Hotel Statler.

Furniture Committee: (For specialists in furniture photography only.) One session each morning, Wednesday through Friday.

ENTERTAINMENT:

Monday Night: Opening dance; cabaret entertainment.

Tuesday Night: "President's Night." Introduction of officers, reports, usual formalities, officers' reception, followed by dancing and cabaret entertainment.

Wednesday Night: "Amateur Night." Dancing; impromptu entertainment from among those present; cash prizes for the best stunts.

Thursday Night: Annual Banquet. Introduction of new officers, toasts, dancing, cabaret entertainment. The only convention feature not included in your dues or registration fee.

Special Features for the Ladies: To be announced later by the chairman of the Ladies' Reception Committee. All entertainment in charge of a Master of Ceremonies who will be on duty throughout the Convention.

"Sussman Mounts Are Paramount"



THE POWELL

THE POWELL EASEL

Linen Effect Coated Stocks—Gray and Neutral—Crushed Edge Underlay—Silver and Black—Gold and Black—Slip-In Style

Print Size	Outside Size	Price per 100
3 x 5	5⅜ x 7⅝	$ 8.00
4 x 6	6⅛ x 9	9.50
5 x 7	7⅛ x 10⅛	10.50
8 x 10	10 x 13½	18.00
10 x 8	12½ x 11	18.00

THE RODNEY EASEL

Coated Stocks—Gray Only—Serrated Underlay—Slip-In Style

Print Size	Outside Size	Price per 100
4 x 6	5⅝ x 8⅝	$ 7.25
5 x 7	6¾ x 9½	8.50
6½ x 8½	9 x 12	13.50
8½ x 6½ Gr.	10½ x 9¼	13.50
8 x 10	9½ x 12½	14.00
10 x 8 Gr.	12½ x 11	15.00



THE RODNEY

Samples of any Sussman Mount sent on receipt of 15 cents

HIRSCH & KAYE

Distributors

We have them in stock *Place your order direct with us*

Dirty Work at the Crossroads

I WAS reading in one of the magazines that somebody is trying to pull a fast one with the Goerz lenses. Some lenses have been made which are counterfeit and unless you look at 'em very carefully you think you are getting a real Goerz lens. Sure, the price is cheap and you will probably buy it and then when you have kissed your money goodbye you find the lens is not as good as a real Goerz lens could be. So you send it to the stock house with a complaint or maybe you will write to the head man at the Goerz Company and then you will find out that you have been gypped.

If a stranger wants to let you in on the ground floor with a bargain in one of these lenses, you write or telephone to me or any of the gang at Hirsch & Kaye and give me the number of the lens. It might take a little time to trace the number but this is one way you can tell if you are getting the real McCoy.

Yup — I am working my way through college. Maybe you don't know that we take subscriptions for good magazines. There are so many photo magazines on the market today that I cannot remember the name of all, but here are some that every photographer should read:

American Photography	$2.50 year
The Camera	$2.50 year
Camera Craft	$2.50 year
Photo Art	$2.50 year
Popular Photography	$2.50 year
Minicam	$2.50 year
Professional Photographer	$2.50 year

If all the people who read this will send in their subscription the firm will send me to Barber College or something. Who knows maybe some day I'll have to make my living this way so I might as well get some practice.

A Free Show

IT will cost you money to come to Treasure Island to see the Follies or whatever they have there, but you can come to San Francisco and see some of the finest photographs and not pay anything for admission. Stay as long as you like and no one will ask you to buy anything. I am willing to bet you couldn't buy something even if you wanted to.

Every photographer who comes to Frisco (S'cuse it please, I mean San Francisco) should arrange time to call at the Photo Art Print Gallery in the Monadnock Building, which is close to 3rd and Market. There is always a fine collection of prints that will be an inspiration to you and you will feel you are welcome.

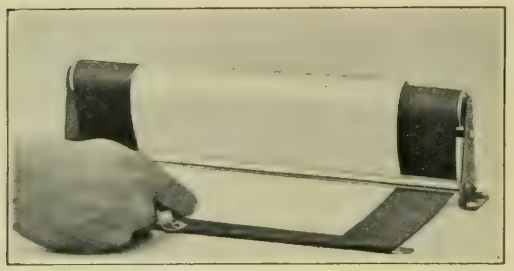
In Case

A lot of people have bought the 2¼x3¼ Speed Graphic and do not know how to carry it around. We've got a case that was designed for the camera, tripod, speed gun, film holders, and spare bulbs. The man who makes 'em says a two hundred pound man can stand on a case without bending it. Maybe so, but we haven't anyone here who weighs that much so you will have to take my word for it and I'm telling you it is a swell job, made out of weather proofed fiber and priced at only $7.50.

EXTRA!

When Jack S. McDowell, star photographer of the Turlock Daily Journal, became a daddy, a special miniature edition of the paper was printed with the news about the growing population of Turlock. Miss McDowell arrived at midnight, May 11, and her daddy covered the news event the best he could considering his condition.

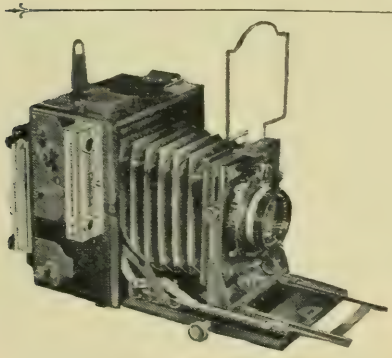
She Dunham Right With a Print Straightener



THIS little gadget is good for amateurs and professional photographers. Some amateurs turn out more prints than professionals, so if they can use the Dunham Print Straightener and like it, it must be O.K. for every picture you make. I've seen one of these straighteners mounted on a piece of fiber board or Veneer board about 15" square and it makes a nice outfit. The cloth on the straightener is fastened to a spring wound roll which wants to keep the roll wound up. All you do is put the picture on the roll and start it under the bar and pull the roll like you would pull down a shade. Then let it come back for the next print. Good for any size up to 11x14.

When you are not straightening prints you can mount this on the bathroom window, but don't try and beat my idea by running your prints through the bathroom shade, because it won't work.

The Print Straightener sells for $3.95



NEW!

For Speed Graphics

Automatic Focus from 3½ feet!

THIS new Kalart Model F Lens-Coupled Range Finder will automatically focus the lens as closely as 3½ and 4 feet. It has an astonishingly great operating range and will synchronize all focal lengths from 10.5 to 30 cm. telephoto!

No Range Finder has ever been made which would function over such a wide lens range. It is the only device ever invented which will automatically focus a large camera down to a close working distance of 3½ and 4 feet . . . and adjustable for interchangeable use of lenses to 12-inch telephoto! *It's never been done before.*

MADE IN U. S. A.

See your dealer or write for descriptive folder. The Kalart Company, Dept. F3, 915 Broadway, New York, N. Y.; or Room 619 Taft Bldg., Hollywood, Calif.

All Kalart Equipment made in U. S. A.

Peerless Colors

THAT'S a swell sounding name—suggests the very best there is, with lots of pleasing shades, nice blending and everything you expect to find in good colors. In the stock room they told me these had been on the market a long time and they often wonder why more people did not use them. I think it is the editor's fault for not telling you about Peerless colors, and I thought you would like to know just how they are supplied, so here is the dope, the rest is up to you. But do give them a trial, folks, because they are good.

	Each
Complete Edition Booklet, 15 Colors and Instructions	$1.00
Junior Edition Booklet, 10 Colors and Instructions	.75
Trial Edition Booklet, 15 Small Films of Color	.45
Complete Outfit Box, Colors, Medium, Brushes, Palette and Eradicator	2.50
De Luxe Outfit Box, Colors, Booklet and Brushes	1.00
Extra Color Films for Complete and Junior Booklets	.12
Extra Color Films, 200 Shades, Class A	.12
Class B	.16
Class C	.20
Box Sets of Liquid Water Colors	
Prizewinner Set No. 1	4.00
Prizewinner Set No. 2	2.50
Colors in Bottles	
½ oz. Bottle, Class A	.40
Class B and C	.50
4 oz. Bottle, Class A	2.40
Class B and C	2.80
8 oz., 16 oz., 32 oz. Bottle, Class A per oz.	.50
Class B and C per oz.	.60
Artists' Water Colors, Opaque, in Films	
Booklet of Ten Color Films	1.00
Booklet of Ten Small Films	.45
Extra Films, Class A	.12
Class B	.16
Flake White and Chinese White	.12
Metallic Gold and Silver	.16
Peerless Transparent Photo Oil Colors	
Professional Outfit Box containing all materials requisite for use	3.75
Leatherette Boxes, No. 1 or No. 2, fifteen tubes	2.50
Assortment of 60 tubes, two sizes	$ .25 and .40

Believe It Or Not

I WAS reading a book on California in the days when men were men and you might be interested to know of some of the laws they made at that time. Here are just a few:

It shall be unlawful for the owner or keeper of horses, mules, cattle, sheep, goats and hogs to run at large.

No one shall carry any dangerous weapon on the public highway except for the purpose of killing a noxious animal, or a police officer in the discharge of his duty.

When two trains approach each other at crossing, they shall both come to a full stop and neither shall start up until the other has passed.

←⁂→

Easy Money

You people who are wondering where you're going to get the money to pay your stock bill better look into the contest put on by the Kalart company for pictures. There will be 25 prizes of $10.00 each for the best pictures taken with a Micromatic speed flash. No restrictions as to the kind of picture, time or anything. Come to think of it, you better not depend on this to pay your stock bill because the contest closes December 1.

Pictures should be smaller than 120 size or bigger than 11x14. Send contact prints or enlargements. Get your blanks from the Kalart people or write to me and I'll get them for you.

←⁂→

J. B. Rhea, of Monte Rio on the Russian River, was in San Francisco for several days. Imagine a man leaving the Russian River country in the early summer to come to the city! O.K. with me for him to come back and take my job for the summer while I go to the River.

APAC PROJECTION PRINTERS

For mass production of enlargements on contact paper

Unique Features of APAC Printers

★ *Visibility of the negative* before and during the exposure. Patented APAC feature.

★ *Use of* practically *any paper on the market.* Choice governed by kind of work desired.

★ *Variety of lamps which can be used from a Common Photoflood to High Wattage Projection.*

★ *Automatic film and paper clamping* during the exposure, which assures wire sharp prints.

★ *Rubber type numerator* which automatically numbers the prints.

★ *Complete foot operation* which materially *increases* the output.

★ *Handling of cut films as well as strips* with an exclusive feature permitting the operator to feed the strip film without detaching the envelope.

★ *Part Negative Enlargements*—from films up to 5″ by 7″.

★ *Simplified Masking.* New masks quickly made to meet any future requirements.

★ *Simplified operation of the machine* which closely resembles that of an ordinary contact printer and not of an enlarging machine. One reason why no special experience or skill is required to operate an APAC PRINTER.

APAC UNIVERSAL is designed for maximum versatility and widest possible range of application. It is equipped with a most unique adjustable firm mask which permits quick and numerous print size changes. APAC UNIVERSAL is indispensable for mass production of the so-called "panel prints" with wide borders.

APAC UNIVERSAL will handle any film from Memo to No. 116 and make as large as full 8x10 prints from No. 116, No. 120, and No. 127 films at the rate of 150 to 200 prints per hour.

Chart of Prints Produced on APAC UNIVERSAL

Films	*Prints*
No. 116	3½x5¾, 4x6, 5x7, 6x8, 8x10
No. 120	3¼x4½, 4x6, 5x7, 6x8, 8x10
½ No. 116	3½x4, 7⅛x8
½ No. 120	3x4, 5x7, 6x8
V. P.	3¼x4½, 4x6, 5x7, 6x8, 8x10
Rolfix	3¾x3¾, 8x8
½ V. P.	3¼x4, 4½x5¾, 5x7
Bantam	3¼x4½, 4x6, 5⅝x7
Univex	3¼x4, 4x6, 5⅝x7⅝
Leica (35 m/m)	3x4, 3¼x4½, P.C., 5x7
Memo	2¾x3½, 3¼x4½

Also 4½x6½ and 5½x7½ panel prints on 8x10 paper

Universal Model—$297.00

Terms if desired

What You Need Is— Thermo Salts

MAYBE where you live you never have hot weather, but I'll bet it gets warm. Ever try to develop with the thermometer trying to climb over the top?

There is something now on the market made for hot weather development. It is called Edwal Thermo Salts and is added to any developer you want to use. In fine grain soup, Edwal Thermo Salts should be used whenever the developing temperature gets over 75. I heard someone say that the higher the temperature the coarser the grain. You use it the same way in regular developments that are not fine grain, except that when carbonate is in the developer wait until the temperature drops below 85.

Wonder if you know that when paper developer is too warm you get yellow stains and no detail. If Thermo Salts are used you do not have to blow on the developer to cool it to 70 degrees. You can expect good results at 80 and even 85 with the Metol developer and even 95 degrees with the Edwal 102 when you use Thermo Salts. Full directions on every can. Don't have to weigh it — a measure scoop furnished free with my compliments. One pound is enough for 18 pints of developer, and here is what it costs—1 pound 45 cents, 5 pounds $1.35

Crystal Hypo

Do your Christmas shopping early and before the rainy season. Order a sack or a drum of our Crystal Hypo and treat your prints to a new fixing bath. There will be some Hypo left. Pick out any 40 or 50 Crystals—that is easy with Mallinckrodt Hypo because they are all the same size. Take these Crystals to a Jeweler to string, that is you string the Hypo, and the jeweler if you can.

Then you will have a swell set of Crystals that will be more enviable than any pearl necklace you can buy at Woolworth's or Shreve's. And, if you're wise, you will take an umbrella when the girl wears the Crystal necklace because Mallinckrodt Hypo dissolves easily.

"Popular Guy"

I knew for a long time that (Joe) Bush was popular with our customers, but I did not know that Jim Farley had heard about it. On his last trip, the office sent him a letter that missed him at the first address and followed him around through Washington, Oregon, and California, and caught up with him at Reno. I wonder if I will ever be as popular.

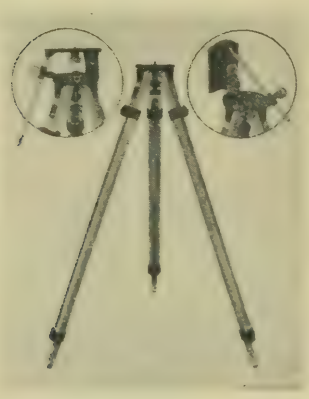
They'll Run Out of Exes Some Day

According to a dope sheet I saw on Mike's desk, The Eastman Company has two new high speed AH safety base professional films. One of these is Tri X Panchromatic, which is somewhat like super XX. A little bit coarser in grain but still finer than SS pan. Principal advantage is speed, which is about 75% faster than super XX. If you can't figure in percentage maybe your banker will help you. The new film will sell at the same prices as portrait pan.

The other film is Ortho X, which is like portrait SS Ortho AH in quality with more speed and finer grain. Sells same price as Portrait SS Ortho AH film.

Reason for new films is better negatives and a poor light or shorter exposure with good light. The films are good for portrait or commercial jobs and for developer they say DK-60a is the best. We will have the new films as soon as they reach the coast.

Surveyors Have the Right Idea



DID you ever watch a construction job (of course you did) and notice a man squint through a spy glass mounted on a tripod and wave his arms at a man far away and has nothing to do but hold up a stick? Of course you don't know that man behind the tripod is a surveyor. When surveyors work for big companies that will spend all the money needed to get the right equipment, the kind of tripod they use is used because they found it was the best.

We have tripods like the one the surveyor used. We have them in two models, the Reis Senior and Reis Junior. The Reis Jr. is a husky tripod and so is the old man. It is the youngster I want to tell you about.

The Reis Jr. tripod is a chip off the old block and is built like the Senior just a little smaller and lighter and was I surprised when I found it weighed only 4½ pounds. Closed it measures 33 inches, and when you open it it stands 56½ inches high. You can't lose the long tripod screw and you can regulate the spread at the head. You simply can't spread it beyond a certain distance. The sliding leg has rubber tips at one end and husky metal spikes at the other. If you want to prod somebody, you have your choice. Now the price of the Reis Jr. tripod is only $12.00.

Phaostron Exposure Meter

DON'T know what the name means, but who cares? We've got a new kind of electrical exposure meter. It works with little pencil batteries that will last a long year or a short year depending on how much you use the meter. And only a dime to replace.



It's so easy to operate any photographer will understand it. Set the scale for the Weston rating of your film and look at the subject through a little window. Press the button underneath the meter which shows a red light on one side of the window. Then turn the big dial till the other side of the window is the same shade of red. Look at the scale and you have got the exposure for any stop.

It is so simple there must be a catch in it somewhere. There is. We really should not sell these meters to people who can't tell a green light from a red light. Your local police department has this information about you on file. We will use it if we have any doubt.

This is a really successful meter. No less an authority than our Mr. Siller has said the meter is O.K., so don't take my word for it.

Oh, yes—I nearly forgot the price, which is only $5.00.

The New Weston Meter

IF I wasn't working on this number of the Focus you'd have to wait till next month to hear about the new Weston Meter. Lucky I saw the news when it came in.

The new meter is a honey. It is called the "Master" and that's as good a name as any one could give it. It is streamlined and easy to handle. A special feature is the fact that it has two scales, one for "High Light" and the other for "Low Light." These scales are changed automatically by the flip of a screen they call a Louver. Imagine a meter that is so sensitive that it will correctly give you a reading on 1/10th of a candle per square foot. That is about as much light as a glow worm will give you. Then imagine the same meter giving you a reading up to 1600 candles a square foot. When I tell you that the film ratings run from less than 1 to 800, you will get an idea why they call it the Master Meter.

A special advantage of this hinged screen, or Louver, which means the difference between "High Light" and "Low Light," is that the spacings on each scale are far enough apart that you don't guess what the reading is. The top reading for the "High Light" scale is 1600 while the top reading of the "Low Light" scale is only 50. When you do a "High Light" reading, the viewing angle is only 30 degrees, which means you get only a reading from the principal thing you want to photograph without getting light from a lot of things that will not be in the picture. These new meters have about the same viewing angle as the lens on your camera, which means the meter sees the picture as your lens does. I'll bet a cookie this is the meter I'll see shipped out in quantities every day.

The price of the Weston Master Meter is $24.00 and you can get a handy case for only a dollar and a quarter extra. Everybody will want one, so step right up, folks, and place your orders.

Marvel-ous

THERE is a new tilting Tripod Top in the stock room. It's good and husky and plenty strong. It is a little heavier than the average, which means it's that much more solid.

It's got a ring on the bottom for quickly fastening to the head of your Tripod. You lock this tight when the Tripod screw has got a hold on the Tilt Top. The Tilt works in a ball and when it's locked at any angle, it is locked. The head of the Tilt Top is an inch and a half around, which is also a little bigger than the average gadget of this kind. The price of the Marvel Tilt Top is $2.50 and if you want to sell these to camera fans in your neighborhood, we will make this possible. It is nicely finished in chrome.

For Sale

Any photographer who is interested in getting a special built multiple camera for school pictures, or for identification use, should write for information about some equipment you can get at a reasonable price. Send your letters and questions to Box 1549 c/o of the Focus.

Mr. Lacy Gordon of Exeter came to San Francisco to see us and if time permitted to see the Fair. He bought one of the new model Apac printers.

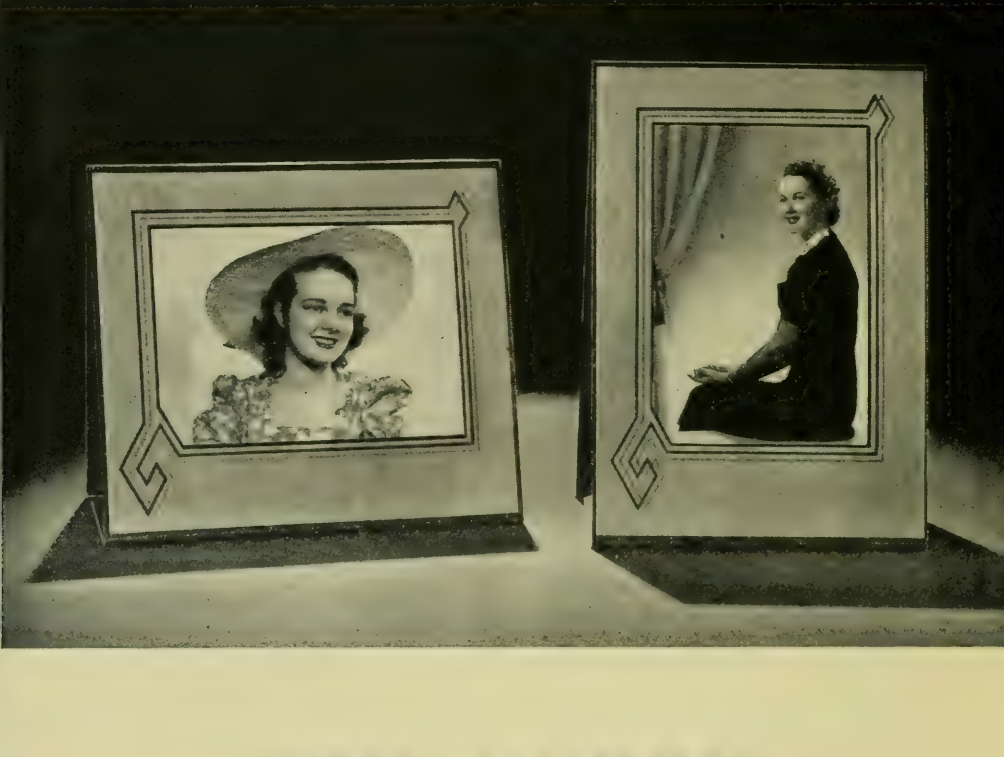
* * *

Mr. Hasek of Guerneville made his first visit to us, although he has written to us for a long time. Besides being a photographer, he is a good watch maker.

* * *

Mr. Maurice Kach of Grass Valley was in to see us but this was a business trip and I don't think he stayed long enough to see the Fair. Incidentally, folks, we're expecting a lot of visitors during the next few months, so don't pass us up when in San Francisco.

A New Style



THE DERBY

Made in a two-piece easel. A full range of sizes—3x4 to 8x10 upright and 5x3½ to 10x8 horizontal.

A most reasonably priced easel for your medium priced work . . . good for Summer and early Fall business.

We will send you a sample of the 4x6 size for six cents.

EASTMAN KODAK COMPANY

[TAPRELL LOOMIS DIVISION] CHICAGO, ILLINO

Portrait of a Working Man

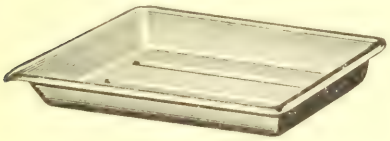
TAKE a good look at the back cover. Don't he look comfortable. Looks like he don't work more than a few hours a day.

I can imagine what Manuel would do to me if I should sit around like that, but then when you stop to remember that this man uses Super Ortho Press Film, you can understand that he don't have to work very hard to bring home the bacon or whatever they bring home in a newspaper office.

Load some Eastman Super Ortho press film in your holders and at the same time get measured for a comfortable easy chair. We have the film —you find your own chair.

←⁘→

Stainless Steel Trays



You have heard of glass trays, hard rubber trays, steel enameled trays, and ash trays; now we've got another tray that's made of thin stainless steel and if you treat them right they'll stay as pure and clean as Ivory Soap. You might think the price is going to be awful high, but when I tell you the price you won't believe me and will order a couple of trays just to see what the bill will read. That is exactly what I'll hope you'll do. Here are the prices:

4x6	50 cents
5x7	75 cents
8x10	$1.50

Buy them in bunches like bananas and sell them to your neighbors. Maybe the man down the street who sells candy would like to keep jelly beans in them.

A New Book . . . And What a Book!

PAUL, the receiving clerk, and me had an argument about a new book I saw come in. He says the name is Photo Teckneke, but from the way they spell it on the book I would say it is Photo Technickq. I asked Paul if he ever heard of Keebek, Canada.

But when I looked in the book I lost all interest in the name because it's what's between the cover that makes a book. The new book is really a magazine much bigger than the FOCUS (and much better edited) and will sell for 50 cents a copy by the month or $5.00 a year. This first number has a lot of information about color photography. Here is a list of contents:

Guru—A television portrait from scene in Gunga Din.
Color In Hollywood, by O. O. Ceccarini.
Exposure for Small Lens—Object Distance, by Louis P. Flory.
Hypergon—Wide angle picture of Radio City, by Wendell MacRae.
The Problem of Film Speeds, by Walter Clark.
Making a Four-Color Print, by Ken L. Henderson.
Lamps in Color Photography, by W. E. Forsythe.
Kodachrome Exposures for Cinemicrography, by Blaisdell Kull.
Recording Television Images.
Shadow Boxing—Fast action photograph by Gjon Mili.
Photography at the Race Track, by Ralph A. Powers.
Contact Negatives from Kodachrome.
Toning Prints and Transparencies, by John H. Waddell.
Data on Photoelectric Exposure Meters, by A. T. Williams.

DEPARTMENTS

Reference Sheet.
Your Pictures, Authors, Editors.
Black and White.
In Brief.

PHOTO SUPPLIES

You can buy anything you need from one dependable firm.

Try HIRSCH & KAYE *first*

WOLFF'S CARBON PENCILS

These pencils leave a dead black mark without lustre. An ideal medium for spotting black and white prints. In five degrees—H, HH, B, BB and HB. 20 cents each, or $2.00 a dozen. Grade 3B, 35 cents each, $3.75 a dozen.

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have them.

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SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output. Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



2 SIZES
12, 19 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
COMPACT
DURABLE
EFFICIENT

The best by test.

A. K. DILDILIAN

Complete
Negative Alteration
Service

339 NORIEGA ST. SAN FRANCISCO
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Studio, established 10 years. A1 location; small rent; coast town, population 12,000. Wonderful opportunity for man with small capital. Address Box 2370—THE FOCUS

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HOLLYWOOD, CALIFORNIA

Bargain Lenses

Ilex Medium Wide Angle F-16-6½ inch. Covers 8x10. Ilex General Shutter.

Bargain Price **$9.00**

F6.8 Gennert Series 111 Sylvar 8 inch Lens in Compound Shutter.

Bargain Price **$12.50**

Victor Rapid Rectilinear 3½x5½ inch in Victor Shutter.

Bargain Price **$2.50**

Carl Zeiss Tessar 4½x6½-7 inch. F4.5 Sunk Mount.

Bargain Price **$35.00**

F4.5 Carl Zeiss Tessar 10 inch.

Bargain Price **$69.50**

F4.5 Gundlach Radar Anastigmat 7½ inch.

Bargain Price **$39.50**

F6/3 Bausch & Lomb Zeiss Protar 7½ inch focus. Composed of two 13¾ inch Elements.

Bargain Price **$45.00**

F4.5 Carl Zeiss Tessar 25 cm. cover 5x8 Sunk Mount.

Bargain Price **$85.00**

F6.8 Goerz Syntar 12 inch cover 8x10.

Bargain Price **$21.00**

B & L 11B Tessar Lens F6.3 cover 5x7. Excellent lens for enlarging as well as sharp commercial work.

Bargain Price **$17.50**

F3.5 Schneider Xenar Lens. Cover 5x7 7⅛ inch.

Bargain Price **$52.50**

B & L Tessar F6.3 Cover 2¼x3¼. Fine enlarging lens.

Bargain Price **$9.00**

F3.5 Cooke Anastigmat Lens Series 11, 8 inch. Good condition; can be used for home portraiture.

Bargain Price **$57.50**

Goerz Dagor F6.8—6½ inch in Betax #2 Shutter.

Bargain Price **$47.50**

Kodak Anastigmat F6.3 in Ilex Universal Shutter. Cover 3½x5½.

Bargain Price **$17.50**

F6.8 Schneider Symmar 15 cm. in Compur Shutter. Excellent condition.

Bargain Price **$42.50**

6½ Inch Goerz Dagor F6.8 in Koilos Shutter.

Bargain Price **$30.00**

Steinheil Unofocal 16.5 cm. F6.8 in Compur Rim set Shutter. 6x8 coverage.

Bargain Price **$27.50**

F6.8 Voigtlander Kollinear 111 Cover 5x7 in Koilos Shutter.

Bargain Price **$30.00**

F6.8 Contessa Nettel Citonar 4½ inch. Covers 2½x3½ inch. Derval Shutter.

Bargain Price **$7.75**

(Continued on Page 28)

Bargain Lenses

(Continued from Page 27)

Wollensak Triple Convertible Anastigmat Series 1 F6.8-7 inch in Betax Shutter.

Bargain Price $27.50

Bausch & Lomb Tessar F6.3. 7-1/6 inch in Kodematic Shutter.

Bargain Price $29.50

F3.5 Voigtlander Skopar 3 inch Lens in Compur New Type Shutter. New condition.

Bargain Price $27.50

Cooke Series 111 Anastigmat F6.5, 7 and 8 inch Lens. Has two rear elements, one filter with lens in compound shutter.

Bargain Price $39.50

F6.8 Goerz Doppel Dagor 4¾ inch in Kodak Automatic Shutter.

Bargain Price $19.50

Wollensak Velostigmat Series 1A 7½ inch in Betax Shutter.

Bargain Price $55.00

F2.9 Steinheil Cassar 3 inch in Compur Rim Set Shutter. Excellent for use in Positive Camera.

Bargain Price $22.50

Irwin 16 m/m Projector, late model, with improved motor and mechanism. Condition like new.

Bargain Price, AC model, $9.50

B & L Zeiss Convertible Anastigmat 4½ inch F6.3 in Volute Shutter.

Bargain Price $19.00

Cooke Anastigmat Lens Series 111, 8 inch F4.5.

Bargain Price $42.50

F4.5 Carl Zeiss Tessar 180 mm.

Bargain Price $37.50

11x14 Gundlach Perigraph F8. Convertible 16x20½ and 28 inch.

Bargain Price $27.50

Componar Enlarging Lens F4.5, 4⅛ inch.

Bargain Price $15.50

Carl Zeiss Tessar F4.5 Sunk Mount 15 cm.

Bargain Price $28.00

B & L Tessar F4.5, 5x7 Coverage.

Bargain Price $35.00

F4.5 Cooke Anastigmat Series 11, 8 inch.

Bargain Price $42.50

F4. Wollensak Verito 8¾ inch Cover 5x7 (#37).

Bargain Price $18.50

Cooper-Hewitt Mercury Vapor M-2 Outfit with auxiliary. Good for lighting and especially good as an enlarging light with 8x10 negatives.

Bargain Price $42.50

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Description and illustration of any article gladly sent on request.

6½x8½ Korona Film Holders in condition like new.

Bargain Price $1.50 each

8x20 Korona Film Holders in perfect condition.

Bargain Price $5.50

6½x8½ Eastman Film Holders in first class condition.

Bargain Price $1.50 each

6½x8½ Eastman Plate Holders. Actually in stock.

Bargain Price $1.00 each

6½x8½ #4 Combination Film and Plate Hangers.

Bargain Price $0.40 each

Print in Film Backgrounds in various designs. To photographers who have established their credit with us we offer to send an assortment of as many as you may wish to inspect so that you may make your selection.

5x 7 Size ..... $0.10 each
8x10 Size .15 each

Actino Flash Cartridges #12. Box contains six cartridges each with sufficient powder to illuminate a twelve-foot room.

Bargain Price $0.25

Actino Flash Cartridges #18. With sufficient powder to illuminate an eighteen-foot room.

Bargain Price $0.30

Actino Flash Cartridges #30. With sufficient powder to illuminate a thirty-foot room.

Bargain Price $0.40

Actino Smokeless Flash Cartridges #12. Box contains three cartridges of smokeless flash powder of sufficient quantity to illuminate a twelve-foot room.

Bargain Price $0.25

Actino Cartridges are made of Victor Flash Powder and cannot be mailed.

Case for 3¼x4¼ Graflex D. In excellent condition.

Bargain Price $6.00

Argus Projection Printer. Looks like new.

Bargain Price $9.75

Kodak Mask Paper Holder for enlarging.

Bargain Price $12.00

Jackson Electric-heated Print Dryer for 10x14 plates

Bargain Price $8.50

12-ft. Collapsible Stand for Flood Lamps.

Bargain Price $12.50

Beattie Arc Spotlight with Stand. Has been used, but still quite serviceable.

Bargain Price $50.00

No. 3 Ideal Print Washer for 11x14 and smaller prints.

Bargain Price $10.00

Sterling Water Jackets for 5x7, 8x10 steel tanks. Serves as a third tank and equalizes temperature of inside tank.

Bargain Price $7.50

Stoneware Tanks suitable for 5x7 or 8x10 hangers.

Bargain Price $4.50

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

STONEWARE TANKS

The few 42-inch Stoneware Tanks on hand are offered at bargain prices in order to make room for other stock. These are new tanks in their original crate and are the kind we have used in our own Finishing Department for the past 16 years without replacement or special attention. The bargain prices include a substantial reduction from the original.

	Inside Measurements			*Bargain Price*
	Length	*Width*	*Depth*	*Each*
2—18 gal.	10½ in.	9½ in.	42 in.	$21.00

Case for 3¼x4¼ Graflex B.

Bargain Price **$6.00**

8x20 Cirkut Print Frame with glass.

Bargain Price **$3.50**

Leica 35mm. Enlarger, equipped with condensers.

Bargain Price **$25.00**

Majestic Spot Lamp on stand. Designed for Photo Flood Bulb.

Bargain Price **$16.50**

4x5 RB Graflex D without lens but with FP adapter. This model permits use of variety of lenses.

Bargain Price **$45.00**

8x10 Film Holder. Will fit Eastman or Corona cameras.

Bargain Price ..... **$2.75** each

16" Reflectors. Are enameled steel. Designed for use with No. 2 Flood Lamps.

Bargain Price ..... **$1.75** each

B & W Exposure Records and Diaries for 1938. Lots of useful information in them.

Bargain Price ..... **45¢** each

Zeiss Magniphot Enlarger with condensers. This is a late model for 35mm. film, and without lens. Designed to use lens on camera.

Bargain Price **$34.50**

To equalize our inventory, we offer **Blaisdell Pencils** in various assortments as follows:

Light Brown Sepia Spotting Pencils
Dark Brown Sepia Spotting Pencils
Laboratory Brown Pencils
Sepia Spotting Pencils

Bargain Price ... **Three for 25¢**

2¼x3¼ RB Graflex with F4.5 KA lens. Film pack adapter and case are included. Outfit in excellent condition.

Bargain Price **$49.50**

Johnson Home Portrait Ventlite Studio Outfit with stand. Good condition.

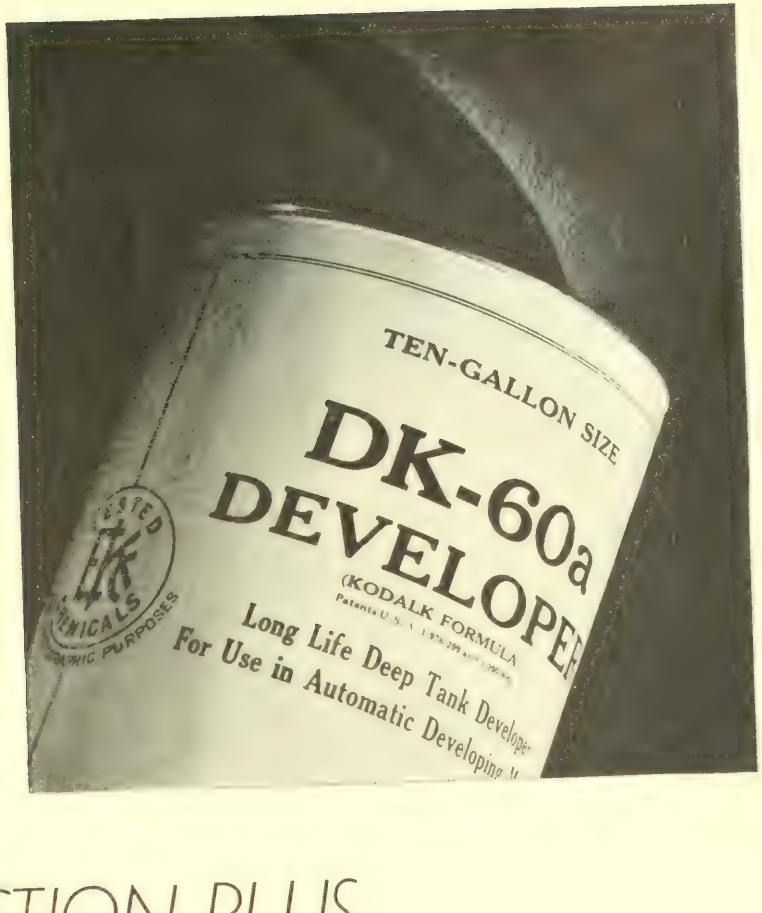
Bargain Price **$46.50**

Maximar 6½x9 c/m Camera with F4.5 Tessar Lens, Film Pack Adapter, and Focusing Panel.

Bargain Price **$41.50**

Simplex Glossy Print Dryer. Designed for 18x24 chromium tins. This is a cabinet type of dryer designed to operate as a table. Electrically heated.

Bargain Price **$65.00**



PROTECTION PLUS

THE finest chemicals Eastman Tested—plus accurate compounding, make Eastman Prepared Developer Powders the safest, most convenient, and most economical protection for processing of films, plates, and papers. Order these prepared developers—packed in tin, always fresh. Eastman Kodak Company, Rochester, N. Y.

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EASTMAN **TESTED CHEMICALS**



Ideal for News and Sports Photography

EASTMAN Super Ortho Press...more than three times the speed of Ortho Press...is the ideal film for news or sports photography. It has fine grain, excellent gradation quality, develops rapidly, is physically hardened, and may be inspected during development. Try it for better outdoor or indoor shots. Eastman Kodak Company, Rochester, N. Y.

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THE FOCUS

Published Monthly in the Interests of Professional Photography

VOL. XV JULY, 1939 No. 7



He just saw Jerry's number.

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FROM A 35 MM NEGATIVE
DU PONT FINE GRAIN PARPAN

THE FOCUS

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239 Grant Avenue, San Francisco

The Largest Independently Owned Photo Supply House in the West

VOL. XV JULY, 1939 No. 7

INTRODUCING—



HARLAND SMITH JOHNSON

For a number of years, when air brush or specialized retouching service was wanted, a slogan has been used by photographers in Central California. "Johnson can do it" has often been repeated and with good reason.

Mr. Johnson is a native of Indiana, born in the town of Columbus. His father served in the Civil War and his mother's people were pioneers in the development of what was then the frontier country. As a boy, he lived the normal life of the average boy in a small community at that time. Perhaps some of our readers will remember the Smithers family of the Memory Lane program popular a few years ago. From what we know of Mr. Johnson, he might have been Billy Smithers.

The boy wanted to draw and be an artist. He obtained a position in a local Photo Gallery where his principal job was to draw and carry water from the town pump and to carry it probably up several flights of stairs. Then he could sweep the studio and learn the art of coating paper. For the first year, he received no compensation but was permitted to learn the secrets of the business. The second year, he received one dollar a week, the third year, he received twenty-five dollars a week for his ability as a retoucher. We can't escape the conclusion that the thorough training received during this time is the reason for the artist he now is.

He opened his own studios first at Merrell, Wisconsin, then at Red Jacket, Michigan, but like others he came West and his next location was in Oakland where he has been located for many years. Mr. Johnson has specialized on air brush copies and enlargements of difficult nature for forty-five years and those who know him consider him a top-notch expert. He is a member of the Knights of Pythias, has two children both of whom are happily married and is especially proud of his one grandson. If a hobby is needed, he prefers fishing.

—:—

I congratulate poor young men upon being born to that ancient and honorable degree which renders it necessary that they should devote themselves to hard work.

Andrew Carnegie

—:—

We are made for cooperation, like feet, like hands, like eyelids, like the rows of the upper and lower teeth. To act against one another then is contrary to Nature, and it is acting against one another to be vexed and turn away.

Marcus Aurelius

—:—

Some people have a perfect genius for doing nothing, and doing it assiduously.

Thomas C. Haliburton

IMPERIAL BEAUTY



Perhaps we cater to over-enthusiasm when w
refer to Gross Mounts as having "imperi
beauty". But no other words seem to so adequately d
scribe their regal attractiveness. Gross Mounts wi
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better prices. Send for a catalog and judge for you
self. You'll agree, as thousands of users readily testif
that Gross Mounts are King and Queen of them al

Gross PHOTOGRAPH MOUNT

THE GROSS PHOTO SUPPLY CO., 1501 W. BANCROFT ST., TOLEDO, OHI

Canadian Agents: W. E. Booth Company, Ltd., Montreal and Toronto

Don't Apologize — The Money Belongs To You

A Few Hints on Retail Collections

By Julius L. Bell

Controller of Fink Boutique Co., Inc.

1—"Tactful persistence is the cornerstone of successful collection." The customer must be made conscious of the fact that he owes you money.

2—To further the above end, the customers should receive statements each month.

3—Your statements and accounts must be accurate. If there is any error, the customer may use this as an excuse for delaying payment.

4—Experience shows that if a customer is to receive five statements from five different firms, the one which arrives there first is usually paid first. Bear this in mind in planning the date to send out your statements.

5—By enclosing a self-addressed return envelope, you overcome a great deal of inertia in making payment. You will be amazed at the number of people who do not pay their bills only through sheer laziness.

6—A point generally overlooked is that the customer may not be paying his invoices due to some just grievance and does not have time to come down and explain this grievance. Therefore, in your collection letters, you should make some provision for this matter, and request that the customer explain to you why he is withholding payment.

7—If you find it necessary to threaten drastic action, such phraseology as "Your continued lack of response to our letters *forces us* . . ." Such wording places the burden of responsibility on the customer, and indicates that this is a regrettable procedure which he has caused you to take.

8—Where it is necessary to threaten drastic action, be sure that you give him some definite date before such action is undertaken.

9—The most common error in collection is for the retail store owner to take an apologetic tone in requesting payment of an account. Never request payment as a favor. Always remember that you have given just value for the customer's debt. There is no excuse needed for collecting an overdue account.

10—Above all, remember that collection is a direct result of the granting of credit. The ease or difficulty of collection is dependent upon granting wise or unwise credit.

—::—

Fingerprint Cameras

Among the new catalogs recently received is the catalog on Fingerprint and Inspectograph cameras. These may not directly interest studio photographers, but they are of much interest to police officers, especially those who are active in identification and crime prevention work. Every peace officer should know about this equipment, and a copy of the catalog will gladly be sent on request.

—::—

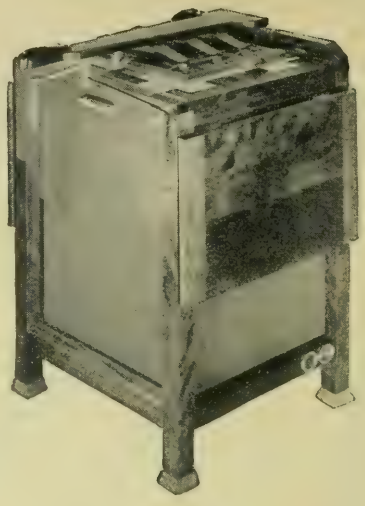
Variable Photoflood Control

This is a useful accessory especially designed to control the volume of illumination in your enlarger when photoflood lamps are used. The dial is efficiently marked to readily tell you the proportion of current admitted to the lamp so as to give you perfect control of the intensity of the light. With this attachment installed, you can readily enlarge on chloride and bromochloride preparations in a short time. It is well made and conforms to all required specifications.

Variable Photoflood Control

$7.50

Crown Printer No. 3



THE new No. 3 Crown Printer recently announced by the Folmer Graflex Corporation, combines modern styling with new improvements, advanced features and moderate price. The No. 3 Crown Printer is completely new. Every one of its many new features plays a definite part in giving the owner faster, easier and more efficient production.

Even, diffused lighting is obtained through the use of a single 300 watt opal glass bulb, which increases efficiency, and gives greater ease and convenience of operation. A new rubber-padded platen top produces maximum contact with the paper, assuring flatness and in-focus prints. Adjustable masking blades are standard equipment and their unusual width enables small prints to be made on large size paper. They are easily and quickly removed by a turn of a finger . . . because of a NEW and patented method of attachment. A new type positive light switch goes into operation only after the platen is pressed firmly onto the paper. Conversely, it turns off the light before the platen has released contact with the paper. A separate switch permits the light to be operated independently from the platen.

The cabinet of the new printer has been completely redesigned for greater ease and convenience of operation. A sliding panel in the front lowers to give access to the interior and to facilitate dodging. Three slots are provided on either side of the interior to permit the placement of the dodging shelf at three different distances from the negative to attain greater dodging control. For those who desire to use a dodging lamp, a special outlet has been provided in the side of the printer.

The new No. 3 Crown Printer features the same sturdy construction that has characterized all Crown Printers. Like its predecessors, it provides a spacious shelf on either side for holding negatives, paper and other printing requisites. Here is a printer that gives the owner utmost utility plus smart, handsome appearance.

No. 3 CROWN PRINTER, 11x14, with No. 301 Lamp, Plate Glass, Cord and Plug.....$125.00

Suggestion

Interiors, such as churches, are often so unevenly lighted as to discourage dependence on artificial illumination. In such cases, cut out all light except the window daylight and try a long exposure with Defender Pentagon Film.

You'll penetrate the shadows. There will be practically no trace of halation. The exposure need not be very long, either; Pentagon qualifies as a fast film. And its color sensitivity helps, too.

Hurry is the wind that destroys the scaffolding.

The Trend of the Times

THERE will be no disagreement when we make the statement that it is becoming increasingly expensive to transact business. Selling cost, taxation, cost of material, cost of transportation, and numerous, often hidden, items of expense show a steady upward tendency. Many firms have so far tried to absorb these costs with the hope they were only temporary or that increased volume might help lower the average cost item.

We were interested when we saw a notation on the billhead of a very well-known Eastern photo supply house, one that has been established for many years.

"We will correct our own errors in filling orders, but will make a charge to cover the expense of handling wherever the error is not ours. Merchandise returned for credit without our written permission will be refused. Upon application to our claim department, within ten days after receiving goods, return authorization will be issued if circumstances warrant, less 10 per cent handling charge. Claims for shortage must be made within five days after receipt of shipment. Consignee must make claims for loss or damage in transit against transportation company.

"A 25-cent net handling charge will be made on orders amounting to less than $2.50 net."

This announcement doesn't necessarily reflect our intention or desire, but it is interesting and is probably an indication of what may be expected to be general practice if the present upward trend of costs continues.

Mr. S. A. Tucker of the Martin Tucker Studio in Dunsmuir came down to visit Treasure Island.

Toning Processes

This is the name of a book just released and is the fourth of a series of handbooks on photography by Mr. Sigismund Blumann, F. R. P. S. Photographers have long felt the need of a one-volume collection of toners and well-known formulas such as will be found in the book. The book deserves a place in every photographic library and is priced at only 75 cents. Each formula has been tested, and we should add that the book includes dye and three-color print methods. Order your copy today.

Laughing Horse

The interesting picture on the front page was submitted to us by **Mr. A. Van Horn** of Bieber, California. Mr. Van Horn has many interesting pictures of horses, including a number of excellent Kodachrome prints.

Mr. J. T. "Jack" Snelson of Pendleton, Oregon, and family were recent visitors in San Francisco. The people of Pendleton apparently put on one of the finest rodeo events in the country, including participation by several thousand Indians. A real Wild West show.

Mrs. J. T. Stadden of Marshfield, Oregon, and daughter, came to San Francisco to attend the National Educational Association convention and to likewise take in the Fair. We have an Oregonian in the office who shared Mrs. Stadden's enthusiasm for the beautiful Oregon coast and redwood highway scenery.

Mr. Schlanze of the Camera Shop in Monterey was an Exposition visitor, and we were glad to show him through our two buildings.



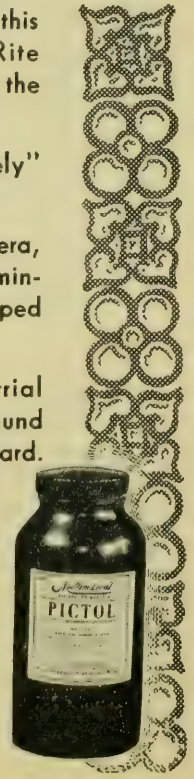
"Produced with Mallinckrodt Chemicals"

PICTOL* assisted in obtaining the detail in this excellent night photo of the Scottish Rite Cathedral in Indianapolis, Ind., taken by the W. H. Bass Photo Co.

"We use Mallinckrodt Chemicals exclusively" says Mr. Chas. C. Branson, Manager.

Made with an 8 x 10 Ansco View Camera, B. & L. Protar Lens, Stop F32. Exposure 15 minutes. Super-Sensitive Pan Film. Tank developed with PICTOL — Hydroquinone solution.

Photographers who have passed the "trial and error" stage will almost always be found to use Mallinckrodt chemicals as a standard.



Mallinckrodt

CHEMICAL WORKS

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CHICAGO PHILADELPHIA TORONTO MONTREAL

*Trade Mark Reg. U. S. Pat. Off.

Light Meters As They Should Be Read

SIGISMUND BLUMANN, F.R.P.S., in *Photo Art*

TIME and again the directions have been emphasized that the proper way of determining the correct exposure with an electric meter is to hold it as close as possible to the subject. Complex schemes whereby one is to take a close-up reading of the shadows in a landscape, for instance, and of the highlights, and then compute an average based on allowances for a preponderance of light or shade. The simple average would, of course, presuppose that light and shade were in equal quantities and equally on one side and the other from a density which we may call natural. All of which impresses me as balderdash.

If that be true of electric meters and they are so calibrated and tabulated as to require such abtruse mathematics, rendered wholly empirical after all by the judgment of the operator who must decide quantum and qualitatum, then we might as well discard meters and go back to estimating pure and simple and set about cultivating a sense of light values.

But it is not true, and for many reasons. First of all, the light value as impressed upon the sensitive emulsion is established at the point where the light enters the lens. To the negative, the light source is exactly there. Then too, all the averaging and compensating, and guessing as to the relative values of light and shade has been established at the lens aperture by Nature. Unless the stickler for minute accuracy will tell us a way of measuring each ray of light as it leaves each infinitesimal point of the subject to be photographed.

Here is something to consider. Holding the meter close to any point of the subject we get a reading. We now gradually back away from it with the meter carefully aimed at the same point. The reading changes continually as we recede. Is not the sensitive emulsion just as delicately conscious of the distance differentials as the electro-magnetic disk of the meter?

If the tabulation on meters is based on readings made close to the object to be photographed then it is all wrong. The number of exceptions to be noted, such as impossibility of getting close to tree-tops, distant points, across bodies of water, etc., make meters insufficiently useless for an appreciably large percentage of our shooting. We pay a high price for a limited usefulness under such circumstances.

If the theory of reading close to the subject matter has not been exploded long ago it is because the latitude of modern emulsions and the skill and high average productibility of present-day developing formulae, particularly in tank practice, has been kind and charitable to a bit of sophistry.

And that latitude in emulsions and development methods will give an equally high or higher average when the meter is used at the lens. It may be imperative that the tabulations of exposure against light values be altered to fit the more sensible rule of measuring light and exposure from the place where it is to act, but that should be a simple matter.

(Continued on Page 13)

3 Views WITH 1 LENS

WITHOUT MOVING THE CAMERA





● You have a choice of three different sizes of image when you're set up for a shot with a Wollensak Series Ia Velostigmat* Convertible Lens. Photo No. I—with Doublet. Photo II—with Rear Element alone. Photo III with Front Lens only—all from same position. ● Virtually three fine anastigmat lenses in one, Series Ia gives large images—fine perspectives—grand telephoto effects. Single element and doublet fully corrected. Negatives are clear, sharp. *F*6.3 to *f*7.7. You'll want one often this Summer. Get it now.

*Reg. U. S. Pat. Office.

★ WRITE FOR FREE BOOK



WOLLENSAK

WOLLENSAK OPTICAL COMPANY

ROCHESTER, NEW YORK

Wonderlite Green Filter Flood

A NEW photoflood lamp recently developed by the Wonderlite Company is the Wonderlite GREEN FILTER FLOOD.

One of the outstanding features in this new bulb is that it renders all of the colors in a picture in the exact shade of gray as the eye sees them.

In using the Green Filter Flood with orthochromatic film, we find there is a perfect separation in the spectrum from yellow down to, and including, violet. The remarkable thing is that these colors now assume almost the same rendition in gray as the eye sees them in color. For instance, the yellow comes out almost white, although it will be a shade grayer than pure white. Green is a heavier gray than yellow. Blue is considerably heavier than green, and violet is almost approaching a black. The relation between blue and violet is very fine because the eye always sees blue in almost the same tone as violet. It will be found that orange registers in practically the same tone of gray as green does, therefore the green filter flood should not be employed with ortho film when photographing these two colors as they will tend to run together.

If very accurate separation is desired covering the full range of the spectrum, of course panchromatic film must be used. In combination with the Green Filter Flood, it will be found that *every color of the spectrum* will be produced in the *exact tone of gray as the eye sees it*, and no two colors will be registered in identical shades. It will be found that violet and blue will be most nearly alike, which, of course, is true as the eye sees it, but even the slight difference is very definite in the registration on the film.

The depth and tone of pictures produced in the Green Filter Flood light is almost unbelievable. An interesting and convincing comparison may be made by producing the same picture twice, once flooded with ordinary photoflood light and once with the green filter flood.

Another remarkable feature of this bulb is that skin blemishes or other defects of that nature are almost entirely eliminated. Freckles and old age blotches are softened to a degree that makes retouching almost unnecessary.

Always use Wonderlite Green Filter Flood at the tungsten emulsion speed The light given off is approximately 60 per cent cooler than ordinary photoflood light. It is kind to the eyes, permitting a more natural expression.

The same long life and constant light which characterizes all other Wonderlite lamps will be found in the Green Filter Flood also. It should be used in a good, well ventilated reflector of the proper size. It is available in two sizes, known as FIVE HOUR and TEN HOUR, corresponding with No. 1 and No. 2, respectively, and listing at $.75 and $1.50.

Kodachrome Processing Discontinued in Japan

If any of your customers indicate they contemplate a journey to Japan, it will be well to remind them that the processing laboratory in Japan has been discontinued. They should furthere be reminded that it is not permissible to remove unprocessed film from Japan.

New Goerz Lens List

A new list of prices on Goerz lenses has been published. While the price of Dagor lenses shows a slight increase, the price of Dogmar lenses has been reduced. Anyone interested is invited to write for a copy of the July 1 Goerz list.

Discretion of speech is more than eloquence.

PHOTO SUPPLIES

You can buy anything you need from one dependable firm.

Try HIRSCH & KAYE *first*

WOLFF'S CARBON PENCILS

These pencils leave a dead black mark without lustre. An ideal medium for spotting black and white prints. In five degrees—H, HH, B, BB and HB. 20 cents each, or $2.00 a dozen. Grade 3B, 35 cents each, $3.75 a dozen.

HIRSCH & KAYE
have them.

STERLING TANK OUTFITS

SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output. Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.
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Ask your Dealer for prompt shipment or write us.



2 SIZES
12, 19 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

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COMPACT
DURABLE
EFFICIENT

The best by test.

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Complete
Negative Alteration
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Write for 1939 Catalog and price list, genuine oil portraits—pastels, or rebuilt damaged portraits.

Convex glass and portrait frames.

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Studio, established 10 years. A1 location; small rent; coast town, population 12,000. Wonderful opportunity for man with small capital. Address Box 2370—THE FOCUS

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HOLLYWOOD, CALIFORNIA

LIGHT METERS

(Continued from Page 9)

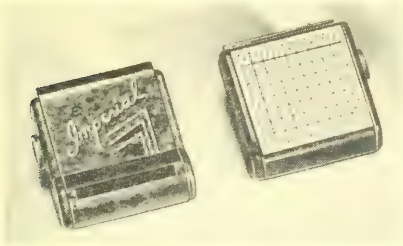
The whole thing reminds me of a legal problem. A man on one side of the state line shoots across the border and kills a man in the contiguous state. Was the murder committed where the pistol was discharged or where the victim was killed?

Applied to the present consideration: Is it important to know the light value at the point where it leaves the object to be photographed or where it acts upon the emulsion?

Between an object a hundred feet away and the lens are many cubic feet of air. Air laden with color, with dust particles, with air-currents that we know deflect light-rays. Between the time in which the photographer has walked a hundred feet to the object and a hundred feet back light conditions may have changed greatly. As the factors increase we find that we are entering into calculus.

And if every shot involves delicate discriminations, abstruse computations, and after all, plain judgment, I shall shelve my meter and just take a chance and shoot. My instinct has been developed over a period of years in which I have spoiled a sufficient number of negatives to constitute an education.

Get this, please, the mistake is not in the meters. It is in the theories. These devices are scientifically made on scientific principles. They work with absolute fidelity to the principles. Use of them must be in accord with scientific principles.



IMPERIAL EXPOSURE METER

(American Made)

The Imperial Visual extinction type exposure meter is as simple to operate as can be designed. There are no dials, wheels, or calculations to be made. Sight the meter at the subject to be photographed and you quickly obtain a reading. A simple scale on the back of the meter takes care of every exposure factor and light condition. Automatically adjusted for artificial light.

Price, $1.50

Chester Loveland has closed his studio in Turlock and has returned to Oxnard where he will operate a hotel. Mr. Loveland formerly had a studio in Oxnard.

Simon Hurst of Madera has opened a new studio and camera shop adjoining his former location.

If you mean to profit, learn to please.

The New Dufay Color Cut Film

TWO GRADES — PF FOR ARTIFICIAL LIGHT AND IMPROVED DA-LITE TYPE FOR GENERAL USE

Facts About the New Film

Greater speed with artificial light

The new Dufaycolor PF Type Cut Film is intended primarily for use in artificial light. Filters are available for the various sources as listed below and while a filter is recommended for Photoflood lamps, it may be omitted with success, if a warmer hue is preferred. No filter is needed with foil Photoflash bulbs. Exposure data below will give an indication of the speed of this material.

Greater fidelity of color rendition

With a daylight filter, the new PF Film will give excellent results when used outdoors. For general daylight color photography use Dufaycolor Daylight Type Cut Film.

Speed and simplicity in developing

As with all Dufaycolor Film, PF Cut Film can be developed in minutes—not days, using regular black and white equipment and easily obtained chemicals.

FILTERS FOR PF TYPE CUT FILM

Identification No.	*Light Source*
1 PF	Daylight
2 PF	Photoflash lamps (wire type)
3 PF	Photoflood lamps
4 PF	Mazda 3200 Kelvin

Price List contains complete Filter Price Schedule.

PF CUT FILM PRICES

Size	Price Per Box of 6	Processing Per Sheet
2¼″x3¼″	$ 2.00	$ .10
6½x9 cm.	2.60	.15
3¼″x4¼″	3.50	.15
9x12 cm.	3.75	.15
4″x5″	4.50	.15
5″x7″	7.50	.20
8″x10″	17.00	.30

Dufaycolor Daylight Type Cut Film

Color balance

This film reproduces all the spectral colors faithfully with clear sparkling brilliance. Yellows, greens, magentas, blues, are recorded with critical accuracy.

Speed

Dufaycolor Daylight Type Cut Film is fast. In open areas in sunlight exposures of 1/50th second at f.8 are normal and yield rich, clean transparencies.

Filters

A 2" square Daylight Filter is enclosed with every box of this type film, the exposure charts have been calculated taking the filter into consideration. If it is intended to use this type film in artificial light, filters are available.

FILTERS FOR DAYLIGHT TYPE CUT FILM

Identication No.	*Light source*
1D	Daylight
2D	Photoflash lamps
3D	Photoflood lamps
4D	Mazda 3200 Kelvin

DAYLIGHT TYPE CUT FILM PRICES

Size	Price Per Box of 6	Size	Price Per Box of 6
2¼"x3¼"	$2.00	4"x5"	$ 4.50
6½x9 cm.	2.60	5"x7"	7.50
3¼"x4¼"	3.50	8"x10"	17.00
9x12 cm.	3.75		

When ordering, indicate type of film required.

Two big reasons why you should use Dufaycolor Professional Cut Film

1. Ease of Reproduction. Dufaycolor Cut Film reproduces well by the various methods, photolithography, half-tone, rotogravure, etc., and is being used by such outstanding organizations as the National Geographic Magazine, the New York Sunday Times, the Rockefeller Institute for Medical Research (Photographic Division), etc.
2. Process the film yourself and show clients your work in record times. Do not lose business through delay.

"Sussman Mounts Are Paramount"



THE POWELL

THE POWELL EASEL

Linen Effect Coated Stocks—Gray and Neutral—Crushed Edge Underlay—Silver and Black—Gold and Black—Slip-In Style

Print Size	*Outside Size*	*Price per 100*
3 x 5	5 3/8 x 7 5/8	**$ 8.00**
4 x 6	6 1/8 x 9	**9.50**
5 x 7	7 1/8 x 10 1/8	**10.50**
8 x 10	10 x 13 1/2	**18.00**
10 x 8	12 1/2 x 11	**18.00**

THE RODNEY EASEL

Coated Stocks—Gray Only—Serrated Underlay—Slip-In Style

Print Size	*Outside Size*	*Price per 100*
4 x 6	5 5/8 x 8 5/8	**$ 7.25**
5 x 7	6 3/4 x 9 1/2	**8.50**
6 1/2 x 8 1/2	9 x 12	**13.50**
8 1/2 x 6 1/2 Gr.	10 1/2 x 9 1/4	**13.50**
8 x 10	9 1/2 x 12 1/2	**14.00**
10 x 8 Gr.	12 1/2 x 11	**15.00**



THE RODNEY

Samples of any Sussman Mount sent on receipt of 15 cents

HIRSCH & KAYE
Distributors

We have them in stock ***Place your order direct with us***

New Rolleiflex Camera

WE ARE pleased to announce that an entirely new Rollei camera will soon be ready for distribution. It will be called "The New *Standard* Rolleiflex." This new model is *not designed to replace any camera in the Rollei line,* but rather to *fill a gap* that has existed between the Model II Rolleicord, selling at $77.50, and the Automatic Rolleiflex selling for $152.50.

The new Standard model has many features not found in the Model II Rolleicord, and lacks a few of the refinements found only in the Automatic. For example, the picture-taking lens is a *Zeiss Tessar* f:3.5, as on the Automatic, but the finder lens is not quite as fast, being f:3.1 instead of f:2.8. It must be remembered, however, that the Tessar on the new Standard Rolleiflex is a better lens than the Triotar with which the Rolleicord II is equipped. Furthermore, the lens of this new model is set in a Compur Rapid shutter with speeds up to 1/500th of a second, instead of 1/300th, as on the Rolleicord. It does not have the automatic film-loading arrangement, which is exclusive with the Automatic, nor the built-in self-timer.

Shutter speeds and diaphragm openings are visible from above, through one window, and adjustments are made with two levers, one on each side, whereas on the Automatic it is accomplished by means of cleverly designed milled wheels. In loading, one must watch for the figure *one* on the paper leader. Then the camera is locked and the window automatically becomes light-tight. After that the film stops automatically for each of the twelve frames. Blanks and double exposures are impossible because the crank will not turn until the shutter has been released, and the shutter cannot operate again after making an exposure until the crank has been turned—an operation that also resets the shutter.

The shutter is fully enclosed for protection from weather and physical damage. The camera is provided with a convenient folding mirror (concealed in the finder hood), which permits eye-level focusing and composing.

The new Standard Rolleiflex will fill a long felt need and should sell well at its price, which is $128.50, including a leather case.

Order your Rollei Cameras from **HIRSCH & KAYE**

Mr. Brinsmead of Reno took time out early in the month to visit Treasure Island. When he called on us, he was in a position to make a comparison between the New York Fair and our own, because he had attended both. He likes the New York Fair for the size and mechanical development, but for real beauty, Treasure Island cannot be excelled.

Mr. and Mrs. C. Gevaert of Antwerp, Belgium, were recent visitors in California. The newspaper announcement of their visit modestly mentioned that at home, Mr. Gevaert is in the photographic business. The notice might have mentioned that the Gevaert factory in Belgium is the largest producer of sensitized material made in Europe and is used throughout the world.

An Order Chases the Salesman

THIS is a recent version of the story about the man who bit the dog.

Our Mr. Derby, who represents us in the east bay and surrounding territory, spends most of his time in his territory. We see him at the office only occasionally. When he does come to San Francisco he usually has an accumulation of business for the office's attention, and probably is in somewhat of a hurry.

One afternoon, recently, he was driving towards San Francisco over the bay bridge. He was not aware of any speed laws being broken, and was much embarrassed and surprised when a motorcycle policeman pursued him and brought him to a stop in the usual manner. With visions of a bawling out and ticket to be settled, he asked the officer the nature of his offence. "Nothing wrong, buddy," replied the officer, "I just want to buy an exposure meter, and have been chasing you for the last four miles trying to get you to stop so I could talk to you about it."

←❋→

Thoughtful

The Los Angeles County exhibit on Treasure Island is one of the most beautiful on the Island. It is intended to show the natural resources of the County, and was well planned and presents a most attractive appearance. In the center of the principal room is a tall tower representing the citrus industry. It might well be called the Tower of Oranges. What impresses us about this exhibit is the thoughtfulness shown in providing facilities to photograph the tower and adjacent space .

As you enter the exhibit you will notice a table top form of tripod and a cordial invitation to make use of it to photograph the exhibit. A card contains information as to the exposure with the average cameras. No wonder this exhibit is called the most photographed exhibit on the Island.

We therefore extend our congratulations to those in charge of the exhibit of our sister city in the south whose city limits now extend from thither to yon and yon to hither. Perhaps there's a reason.

←❋→

Mr. and Mrs. Courtney of San Diego were among recent visitors to Hirsch & Kaye and to Treasure Island.

* * *

Mr. and Mrs. DePertuis of Merced have returned to their studio after an extended and enjoyable vacation spent at their summer home in the Santa Cruz mountains.

←❋→

Kodak Developing Guide A For Kodalk Fine Grain Developer (DK-20)

The Kodak Developing Guide A has a dial calculator which shows the correct developing times in Kodalk Fine Grain Developer (DK-20) for the various Kodak roll films, film packs, and miniature camera films at any temperature from 55 degrees F. to 80 degrees F.

Each Guide is packed in an individual envelope.

Price . . . . 60 cents

←❋→

Data Books On Eastman Products

There are four new books of technical nature now available to describe Eastman sensitized products and filters. While these books contain technical information, they are written in a way that the photographer can readily understand. A complete set of four books is available for 70 cents, individual copies as follows:

Data Book on Kodachrome	$ .25
Data Book on Photographic papers	.15
Data Book on Films	.15
Data Book on Filters	.15



Wollensak Expansion

THE Wollensak Optical Company acquired another building of about 40,000 square feet of floor space. This new building is modern in architecture and manufacturing conveniences, and is on a plot of land of sufficient size to take care of the parking of the cars of their more than 450 employees. This new plant, located only about 300 feet from the parent plant, will house the offices, mechanical manufacturing, and shipping departments, and will be operated in conjunction with their original plant.

The parent plant will be turned over entirely to the making of lenses. Sufficient new lens-making machinery is now under construction to practically fill the factory and take care of the heavy and increasing demand for the famous Wollensak Velostigmat lenses.

While Wollensak lenses have always enjoyed an excellent reputation, the increased production and improved manufacturing equipment in the past few years have enabled the company to improve their product so that today the Wollensak shutters and Velostigmat lenses are outstanding both in still and movie fields, here and abroad. They are standard equipment on most of the high-grade still and movie cameras, projectors and enlargers.

The Wollensak Optical Company not only specialize in the making of fine lenses, but they also manufacture a complete line of optical instruments, including their 8x30 Prism Binocular, Field Glasses, Telescopes and Microscopes for the amateur.

The Wollensak Optical Company now feel confident that they can effect better deliveries of all orders, which in the past, due to the rush of incoming business and the crowded conditions of their plant, they were unable to take care of as promptly as they would like. They extend a courteous welcome to visit their new plant at 850 Hudson Avenue.

Treasure Island Movies

For the benefit of those who contemplate the production of motion pictures at night of Treasure Island, we mention that excellent pictures can be obtained with Type A Kodachrome film and a F1.9 lens with shutter speed of 8. If a Cine Kodak special is used it should be hand cranked at the rate of four frames per second, and surprisingly attractive results will be obtained from the blue, purple, gold, and green colors which predominate in the night illumination.

←⁂→

Mr. Stepick and son were recent visitors to San Francisco as was Mr. Kramer of Santa Cruz.

California Salon

The Photo Art Print Gallery in the Monadnock Building, San Francisco, will feature a collection of California prints by Daniel J. Freeman of Monterey, and a group of pictorial prints by Frank M. Beckett. These prints will be on display until July 31, and photographers who plan to be in San Francisco at that time should arrange their visit so as to permit time for an inspection of the pictures. Visitors are always welcome.

←⁂→

A dog is not considered good because he is a great barker nor a man good because he is a good talker.

New Mellobeam Diffusing Screens

Ideal for All Types of Color Photography

The "Mellobeam Light Diffuser" is composed of "Lucite" and "Fibre-glass," strongly bound in lightweight steel bindings and is supplied in sizes for all the various models of Victor Fotoflood and Fotoflash Units, in addition to the regular line of Victor Diffusing Screens.

Research laboratories of a leading film manufacturer prove that Mello-beam Diffusers will not change the color of the source of light and therefore are ideal for color photography. They provide excellent distribution of light, properly diffused, and they will retain their original characteristics under prolonged use and will not disintegrate or discolor from heat or age.

Exposure time recommended is but double that of raw undiffused light.

We can supply these screens, complete with mounting facilities for all sizes of Victor Reflectors, as follows:

9″ diameter	$1.75	12″ diameter	$2.50
10″ diameter	2.00	16″ diameter	5.00
11″ diameter	2.00	18″ diameter	6.00

Barre Color Filters

A new line of optically correct color filters has been added to our stock. These are all-glass filters available in the round form in three popular sizes and ten tints. These are American made filters and represent the highest form of optical quality.

Barre filters are offered in the following assortments:

YELLOW	GREEN	RED	ORANGE	SPECIAL
light	light	medium	medium	haze
medium	medium	dark		blue
dark				

Barre filters are available in three sizes for which you are most likely to have need or call. Sizes and prices follow:

SIZE	PRICE *Yellow and Green*	PRICE *Orange, Red, Haze*
25 mm. diameter	$1.00	$1.50
31.5 mm. diameter	1.25	1.75
39 mm. diameter	1.90	2.50

Barre Filters are supplied in individual labeled boxes, each containing filter and a list of filter factors. Prices are reasonable and we suggest these for your trade and sale to amateur photographers.

New Safety Base Professional Films

The following nitrate base films are hereby discontinued:

Eastman Commercial
Eastman Commercial Ortho
Eastman Process
Eastman Portrait Panchromatic
Eastman Super Sensitive Panchromatic

These films have been superseded by corresponding emulsions having safety base, as follows:

Eastman Commercial by Eastman Commercial Safety Film.

Eastman Commercial Ortho by Eastman Commercial Ortho Antihalation safety.

Eastman Process by Eastman Process Antihalation Safety.

Eastman Portrait Panchromatic by Eastman Portrait Panchromatic Antihalation Safety.

Eastman Super Sensitive Panchromatic by Eastman Super Sensitive Panchromatic Antihalation Safety Film.

Eastman Commercial Safety and Eastman Commercial Ortho Antihalation Safety Films are new listings, which will be supplied in the same sizes and at the same prices as those formerly applying to the corresponding nitrate brands.

Eastman Photographic Step Tablets

We can now supply the following three Eastman Photographic Step Tablets for making color separation negatives from miniature Kodachrome and Kodachrome Professional Film.

Eastman Photographic Step Tablet No. 1 — **$2.00**
(Formerly known as Special Film Density Strip for Miniature Kodachrome Transparencies)
Size 3/4"x3 1/16" (Effective area 3/4"x1 5/16")
11 steps, uncalibrated
Density range 0 to approximately 1.5

Eastman Photographic Step Tablet No. 2 — **$2.25**
Size 1"x5½" (Effective area 1"x4⅛")
21 steps, uncalibrated
Density range 0 to approximately 3.0

Eastman Photographic Step Tablet No. 3 — **$2.50**
(Formerly known as Standard Photographic Step Tablet on Film—1½"x10")
Size 1½"x9⅞" (Effective area 1½"x8 7/16")
21 steps, uncalibrated
Density range 0 to approximately 3.0

These are all on film, uncalibrated, and unmounted. The clear portion of each of the tablets contains three transparent patches of red, green, and blue dye. These are provided as an aid in identifying the color separation negatives, and are not intended to accurately match filters.

In order to obtain a density range of 0 to approximately 3.0 on the Eastman Photographic Step Tablet No. 1, it is recommended that the film be cut down the center and the two halves overlapped.



for perfect movies

16mm. PRICES

PANCHRO SUPER REVERSAL: 50 ft. $3.25, 100 ft. $6.00. PANCHRO MICROGRAN REVERSAL: 50 ft. $2.50; 100 ft. $4.50. ORTHO REVERSAL: 50 ft. $2.50, 100 ft. $4.50. No additional charge for processing. Return postage of processed films prepaid.

Double 8 PRICES

PANCHRO SUPER REVERSAL, $2.25; PANCHRO MICROGRAN REVERSAL, $2.25; ORTHO REVERSAL, $2.00. These films are supplied in 25 foot lengths of 16mm. width, pre-scored to enable separation into two 8mm. width lengths. No additional charge for processing. Return postage of processed films prepaid.

These films are favorites with the serious cinematographer. He finds them easy to use in his camera—and most satisfying in *quality*. Fast speed gets the scene under unfavorable light conditions—and clear sharp register of action such as found in sports. The color balance reproduces a perfect black and white rendering of all colored objects. And—fine-graininess assures "theatre quality" projection. Processing laboratories are located all over the world thus giving the movie maker a prompt and efficient reversing service wherever he may be. As a suggestion to start the outdoor movie making season confidently and with enthusiasm we recommend these three films. Try them out and enjoy the thrill of making "perfect movies."

THE GEVAERT COMPANY OF AMERICA, Inc.

6370-72 Santa Monica Boulevard, Los Angeles

New York Boston Philadelphia Chicago San Francisco Toronto Montreal Winnipeg

THE MASTER DODGER

(PATENT PENDING)



The Master Dodger is a most useful accessory for amateur or professional photographers. The outfit consists of a stainless steel handle and five assorted cards or masks. With this combination you can readily mask or dodge any portion of the picture to be enlarged. The set is furnished in a convenient hang-up envelope and when purchased will readily demonstrate that it is one of the most useful accessories that can be obtained for enlarging processes.

Price complete, $1.00

Hypo Sharp

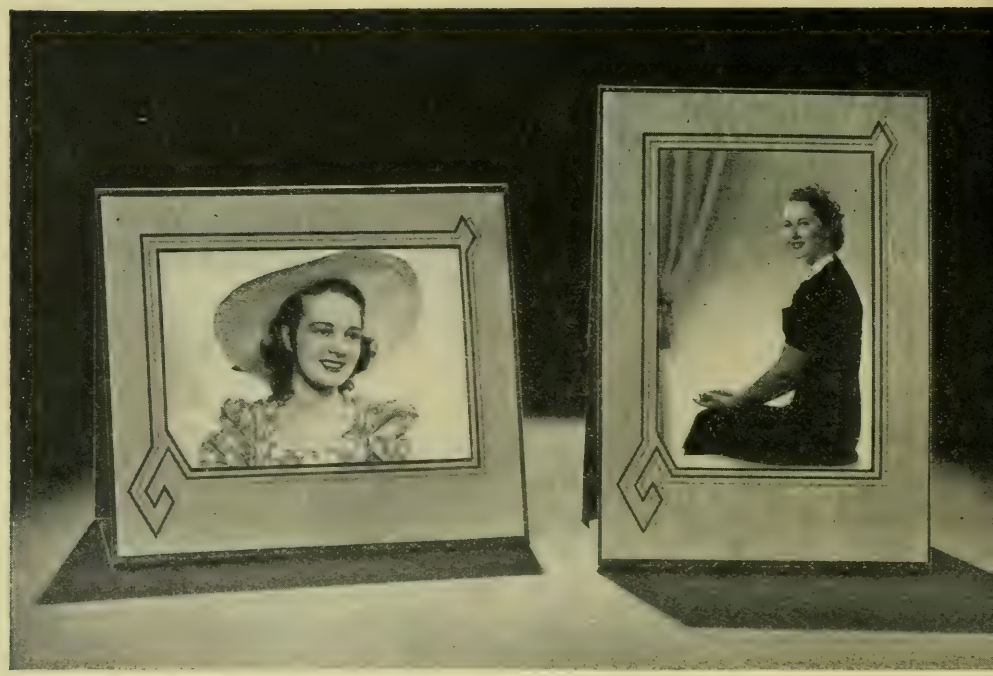
Hypo-Sharp shows the presence of hypo by the instantaneous change from the deep blue-black color to water white. The end-point is much sharper and the test is far more sensitive than the permanganate test usually described in the standard photographic works. Results are semi-quantitative; the tubes are graduated to indicate the amount of hypo present according to the volume of rinse water used to discharge any blue-black color. Hypo-Sharp easily shows one part of hypo in 50,000 parts of water.

This simple and quick test substitutes certainty for guesswork in judging when plates, films and prints are free of hypo. The results may surprise those who believe they are removing all hypo with their present methods of washing.

The Hypo-Sharp Set includes reagent, ready to use, sufficient for 500 tests, two graduated tubes and handy tube support and is priced at one dollar.

$1.00 a Set

A New Style



THE DERBY

Made in a two-piece easel. A full range of sizes—3x4 to 8x10 upright and 5x3½ to 10x8 horizontal.

A most reasonably priced easel for your medium priced work . . . good for Summer and early Fall business.

We will send you a sample of the 4x6 size for six cents.

EASTMAN KODAK COMPAN

[Taprell Loomis Division] Chicago, Illin

Jerry's Corner



By Himself

Jerry is away, enjoying his vacation. He did his bit to make last month's *Focus* possible and it is only fitting I should take care of his page this month.

But alas—we have but one Jerry. We must do the best we can.

—EDITOR.

❖

Visitor: "Why does the whistle blow for a fire?"

Native: "It doesn't blow for the fire. It blows for the water, it already has the fire."

❖

Solution

Sandy, Jr., it seems, was in difficulties. In a moment of weakness he had loaned a friend $500 without benefit of written receipt. In desperation, he consulted his father.

Father (considering): "That's easy, me lad. Write him and say you need the $1,000 instantly."

Sandy, Jr.: "You mean the $500."

Father: "That I do not. You say $1,000 and he will write back that he only owes you $500. Then you will have it in writing."

❖

Reasonable

"You've plenty of nerve, Rastus. The idea of stealing my chickens and then trying to sell them to me."

"Well, boss, I thought you'd pay a better price for these chickens since you raised 'em yo'self. You'd know what you wuz buyin'."

Imperative

Bookkeeper: "I'll have to have a raise, sir. There are three other companies after me."

Boss: "Is that so? What companies?"

Bookkeeper: "Light, 'phone and water."

❖

Old Lady: "How often do big ships like this sink?"

Sailor: "I think that once would be enough."

❖

Seaman Sam: "Say, Bill, if you had five bucks in your pocket, what would you think?"

Bill: "I'd think I had on somebody else's pants."

❖

"What is the difference between valor and discretion?"

"Well, to travel on an ocean liner without tipping would be valor; to come back on a different ship would be discretion."

❖

Unfair

Jack: "There is a lot of favoritism in our family."

Uncle: "Why, Jack, what on earth do you mean?"

Jack: "Well, I get punished if I bite my fingernails and when baby puts his foot in his mouth they think it's cute."

Munder Color-Flash Lamps

FOR use with any Daylight type films or plates either indoors or outdoors. Virtually a bundle of daylight to use as you choose.

The MUNDER COLOR-FLASH Lamp is designed to produce illumination that has the same color characteristics as bright sunlight, hence it may be used exactly as you would use sunlight.

INDOORS

For indoor use it is designed to be used with daylight-type film without filters (unless filters are recommended for ordinary daylight use). It also may be used with any tungsten or photoflood type of film if proper filters are used as recommended for such films in daylight use.

The convenience of this new MUNDER COLOR-FLASH for indoor shots is of great importance. No necessity of waiting to switch from outdoor film to indoor film in order to get that indoor picture—or if you are loaded with indoor film, just use your daylight filter and snap that picture you want so much. Ordinary house lighting will not affect your exposure if left on during flash shots, as color film is relatively slow, and your flash lamp overpowers the effect of this minor illumination.

EXPOSURE TABLE for INDOOR SHOTS with DAYLIGHT TYPE FILM

(Or other film if recommended Daylight filters are used)

For Open Flash or Synchronized 1/25 or 1/50
with 1—MUNDER 20B COLOR-FLASH

Distance Lamp to Subject	Recommended Exposure with Films Whose Speeds are as indicated		
	Weston 5	Weston 8	Weston 12
3 ft.	F11	F14	F18
4½ ft.	F8	F10	F12.7
6 ft.	F5.6	F7	F9
9 ft.	F4	F5	F6.3
13 ft.	F2.8	F3.5	F4.5

All apertures do not appear etched on all mounts, but are existent, for instance, F4 lies approximately half way between F3.5 and F4.5, etc.

Using two lamps, decrease one full stop, that is, use F11 instead of F8, etc. —more lamps in proportion. Lamps employed for back lighting or high lighting need not be considered as affecting the recommended stops.

When using 1/100 second synchronization, increase approximately ½ stop —for 1/200 second, increase 1 full stop.

Technical Information

MUNDER No. 20B COLOR-FLASH

Time to peak of flash in miliseconds.....21
Flash duration .....1/25 second
Color value.....Equivalent to bright sunlight 5500° K
Voltage required.....1½ to 125 A. C. or D. C.

All Lamps SAFETY-COATED

No. to carton..... 6
No. to case..... 60
List price 30c

Bargain Lenses

Ilex Medium Wide Angle F-16-6½ inch. Covers 8x10. Ilex General Shutter.

Bargain Price **$9.00**

F6.8 Gennert Series 111 Sylvar 8 inch Lens in Compound Shutter.

Bargain Price **$12.50**

Victor Rapid Rectilinear 3½x5½ inch in Victor Shutter.

Bargain Price **$2.50**

Carl Zeiss Tessar 4½x6½-7 inch. F4.5 Sunk Mount.

Bargain Price **$35.00**

11x14 Crown Table Model Printer.

Bargain Price **$52.50**

F4.5 Gundlach Radar Anastigmat 7½ inch.

Bargain Price **$39.50**

F6 3 Bausch & Lomb Zeiss Protar 7½ inch focus. Composed of two 13¾ inch Elements.

Bargain Price **$45.00**

F4.5 Carl Zeiss Tessar 25 cm. cover 5x8 Sunk Mount.

Bargain Price **$85.00**

F6.8 Goerz Syntar 12 inch cover 8x10.

Bargain Price **$21.00**

B & L 11B Tessar Lens F6.3 cover 5x7. Excellent lens for enlarging as well as sharp commercial work.

Bargain Price **$17.50**

F3.5 Schneider Xenar Lens. Cover 5x7 7⅛ inch.

Bargain Price **$52.50**

B & L Tessar F6.3 Cover 2¼x3¼. Fine enlarging lens.

Bargain Price **$9.00**

F3.5 Cooke Anastigmat Lens Series 11, 8 inch. Good condition; can be used for home portraiture.

Bargain Price **$57.50**

Goerz Dagor F6.8—6½ inch in Betax #2 Shutter.

Bargain Price **$47.50**

Kodak Anastigmat F6.3 in Ilex Universal Shutter. Cover 3½x5½.

Bargain Price **$17.50**

F6.8 Schneider Symmar 15 cm. in Compur Shutter. Excellent condition.

Bargain Price **$42.50**

6½ Inch Goerz Dagor F6.8 in Koilos Shutter.

Bargain Price **$30.00**

Steinheil Unofocal 16.5 cm. F6.8 in Compur Rim set Shutter. 6x8 coverage.

Bargain Price **$27.50**

F6.8 Voigtlander Kollinear 111 Cover 5x7 in Koilos Shutter.

Bargain Price **$30.00**

F6.8 Contessa Nettel Citonar 4½ inch. Covers 2½x3½ inch. Derval Shutter.

Bargain Price **$7.75**

(Continued on Page 28)

Bargain Lenses

(Continued from Page 27)

Wollensak Triple Convertible Anastigmat Series 1 F6.3-7 inch in Betax Shutter.

Bargain Price **$27.50**

Bausch & Lomb Tessar F6.3. 7-1/6 inch in Kodematic Shutter.

Bargain Price **$29.50**

F3.5 Voigtlander Skopar 3 inch Lens in Compur New Type Shutter. New condition.

Bargain Price **$27.50**

Cooke Series 111 Anastigmat F6.5, 7 and 8 inch Lens. Has two rear elements, one filter with lens in compound shutter.

Bargain Price **$39.50**

F6.8 Goerz Doppel Dagor 4¾ inch in Kodak Automatic Shutter.

Bargain Price **$19.50**

Wollensak Velostigmat Series 1A 7½ inch in Betax Shutter.

Bargain Price **$55.00**

Kodak Auto Focus Enlarger, Model B for negatives 4x6 and smaller. Excellent condition.

Bargain Price **$26.50**

Cooper-Hewitt Mercury Vapor M-2 Outfit with auxiliary. Good for lighting and especially good as an enlarging light with 8x10 negatives.

Bargain Price **$42.50**

B & L Zeiss Convertible Anastigmat 4½ inch F6.3 in Volute Shutter.

Bargain Price **$19.00**

Series V Conley Anastigmat in Koilos shutter, 7 inch focus, F6.8.

Bargain Price **$16.50**

F4.5 Carl Zeiss Tessar 180 mm.

Bargain Price **$37.50**

11x14 Gundlach Perigraph F8. Convertible 16x20½ and 28 inch.

Bargain Price **$27.50**

B & L IIB Tessar F6.3 Lens for 4x5 or small negatives. Excellent for enlarger.

Bargain Price **$16.50**

Carl Zeiss Tessar F4.5 Sunk Mount 15 cm.

Bargain Price **$28.00**

B & L Tessar F4.5, 5x7 Coverage.

Bargain Price **$35.00**

F4.5 Cooke Anastigmat Series 11, 8 inch.

Bargain Price **$42.50**

F4. Wollensak Verito 8¾ inch Cover 5x7 (#37).

Bargain Price **$18.50**

Irwin 16 m/m Projector, late model, with improved motor and mechanism. Condition like new.

Bargain Price, AC model, $9.50

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Description and illustration of any article gladly sent on request.

6½x8½ Korona Film Holders in condition like new.

Bargain Price.....$1.50 each

8x20 Korona Film Holders in perfect condition.

Bargain Price.....$5.50

6½x8½ Eastman Film Holders in first class condition.

Bargain Price.....$1.50 each

6½x8½ Eastman Plate Holders. Actually in stock.

Bargain Price.....$1.00 each

6½x8½ #4 Combination Film and Plate Hangers.

Bargain Price.....$0.40 each

Print in Film Backgrounds in various designs. To photographers who have established their credit with us we offer to send an assortment of as many as you may wish to inspect so that you may make your selection.

5x 7 Size.....$0.10 each
8x10 Size..... .15 each

Actino Flash Cartridges #12. Box contains six cartridges each with sufficient powder to illuminate a twelve-foot room.

Bargain Price.....$0.25

Actino Flash Cartridges #18. With sufficient powder to illuminate an eighteen-foot room.

Bargain Price.....$0.30

Actino Flash Cartridges #30. With sufficient powder to illuminate a thirty-foot room.

Bargain Price.....$0.40

Actino Smokeless Flash Cartridges #12. Box contains three cartridges of smokeless flash powder of sufficient quantity to illuminate a twelve-foot room.

Bargain Price.....$0.25

Actino Cartridges are made of Victor Flash Powder and cannot be mailed.

Case for 3¼x4¼ Graflex D. In excellent condition.

Bargain Price.....$6.00

Argus Projection Printer. Looks like new.

Bargain Price.....$9.75

Kodak Mask Paper Holder for enlarging.

Bargain Price.....$12.00

Jackson Electric-heated Print Dryer for 10x14 plates.

Bargain Price.....$8.50

12-ft. Collapsible Stand for Flood Lamps.

Bargain Price.....$12.50

Beattie Arc Spotlight with Stand. Has been used, but still quite serviceable.

Bargain Price.....$50.00

No. 3 Ideal Print Washer for 11x14 and smaller prints.

Bargain Price.....$10.00

Sterling Water Jackets for 5x7, 8x10 steel tanks. Serves as a third tank and equalizes temperature of inside tank.

Bargain Price.....$7.50

Stoneware Tanks suitable for 5x7 or 8x10 hangers.

Bargain Price.....$4.50

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

STONEWARE TANKS

The few 42-inch Stoneware Tanks on hand are offered at bargain prices in order to make room for other stock. These are new tanks in their original crate and are the kind we have used in our own Finishing Department for the past 16 years without replacement or special attention. The bargain prices include a substantial reduction from the original.

	Inside Measurements			*Bargain Price*
	Length	*Width*	*Depth*	*Each*
2—18 gal.	10½ in.	9½ in.	42 in.	$21.00

Case for 3¼x4¼ Graflex B.

Bargain Price **$6.00**

8x20 Cirkut Print Frame with glass.

Bargain Price **$3.50**

Ideal B Camera, 9x12 cm. with Carl Zeiss F4.5 lens. Three holders, film pack adapter, and case.

Bargain Price **$65.00**

Majestic Spot Lamp on stand. Designed for Photo Flood Bulb.

Bargain Price **$16.50**

4x5 RB Graflex D without lens but with FP adapter. This model permits use of variety of lenses.

Bargain Price **$45.00**

8x10 Film Holder. Will fit Eastman or Corona cameras.

Bargain Price ..... **$2.75** each

16" Reflectors. Are enameled steel. Designed for use with No. 2 Flood Lamps.

Bargain Price ..... **$1.75** each

B & W Exposure Records and Diaries for 1938. Lots of useful information in them.

Bargain Price ..... **45¢** each

Zeiss Magniphot Enlarger with condensers. This is a late model for 35mm. film, and without lens. Designed to use lens of contax camera.

Bargain Price **$34.50**

To equalize our inventory, we offer **Blaisdell Pencils** in various assortments as follows:

Light Brown Sepia Spotting Pencils
Dark Brown Sepia Spotting Pencils
Laboratory Brown Pencils
Sepia Spotting Pencils

Bargain Price ..... **Three for 25¢**

2¼x3¼ RB Graflex with F4.5 KA lens. Film pack adapter and case are included. Outfit in excellent condition.

Bargain Price **$49.50**

Johnson Home Portrait Ventlite Studio Outfit with stand. Good condition.

Bargain Price **$46.50**

Maximar 6½x9 c/m Camera with F4.5 Tessar Lens, Film Pack Adapter, and Focusing Panel.

Bargain Price **$41.50**

Simplex Glossy Print Dryer. Designed for 18x24 chromium tins. This is a cabinet type of dryer designed to operate as a table. Electrically heated.

Bargain Price **$65.00**

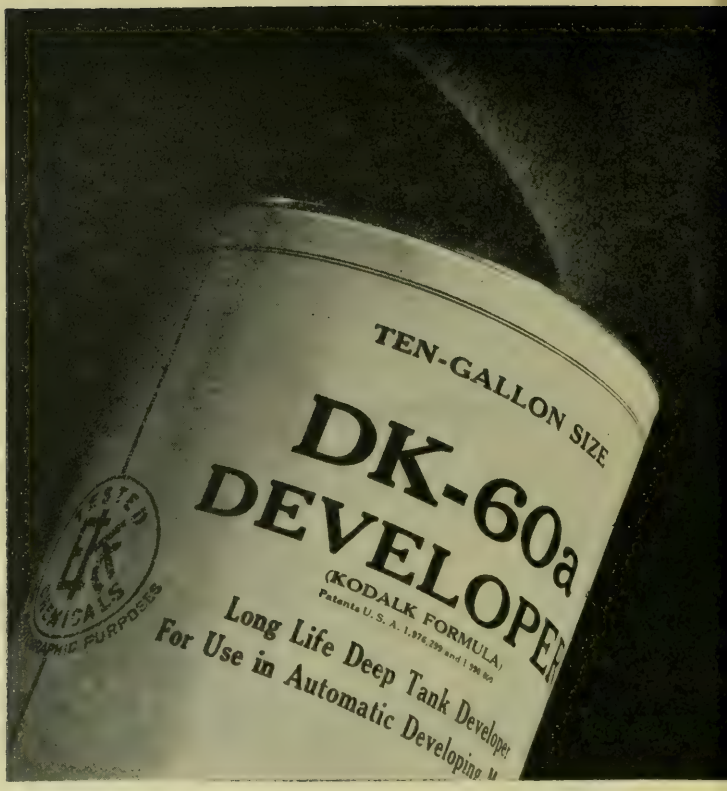


deal for News
nd Sports Photography

EASTMAN Super Ortho Press . . . more than three times the speed of Ortho Press . . . is the ideal film for news or sports photography. It has fine grain, excellent gradation quality, develops rapidly, is physically hardened, and may be inspected during development. Try it for better outdoor or indoor shots. Eastman Kodak Company, Rochester, N. Y.

ASTMAN SUPER ORTHO PRESS

OR BETTER COMMERCIAL OR NEWS PICTURES



PROTECTION PLUS

THE finest chemicals—Eastman Tested—plus accurate compounding, make Eastman Prepared Developer Powders the safest, most convenient, and most economical protection for processing of films, plates, and papers. Order these prepared developers—packed in tin, always fresh. Eastman Kodak Company, Rochester, N. Y.

TESTED CHEMICALS

Specify

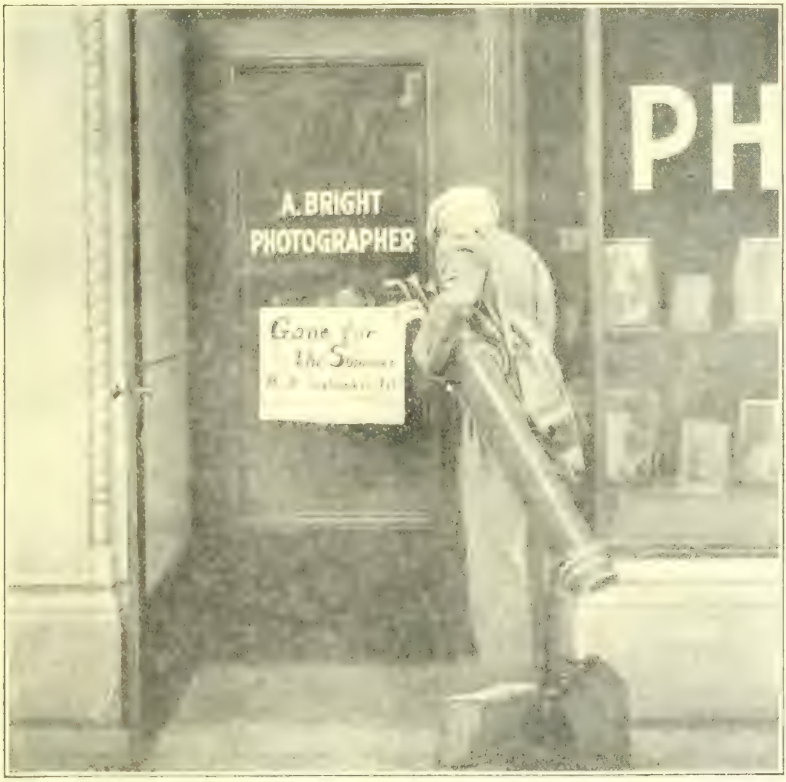
EASTMAN **TESTED CHEMICALS**

THE

FOCUS

Published Monthly in the Interests of Professional Photography

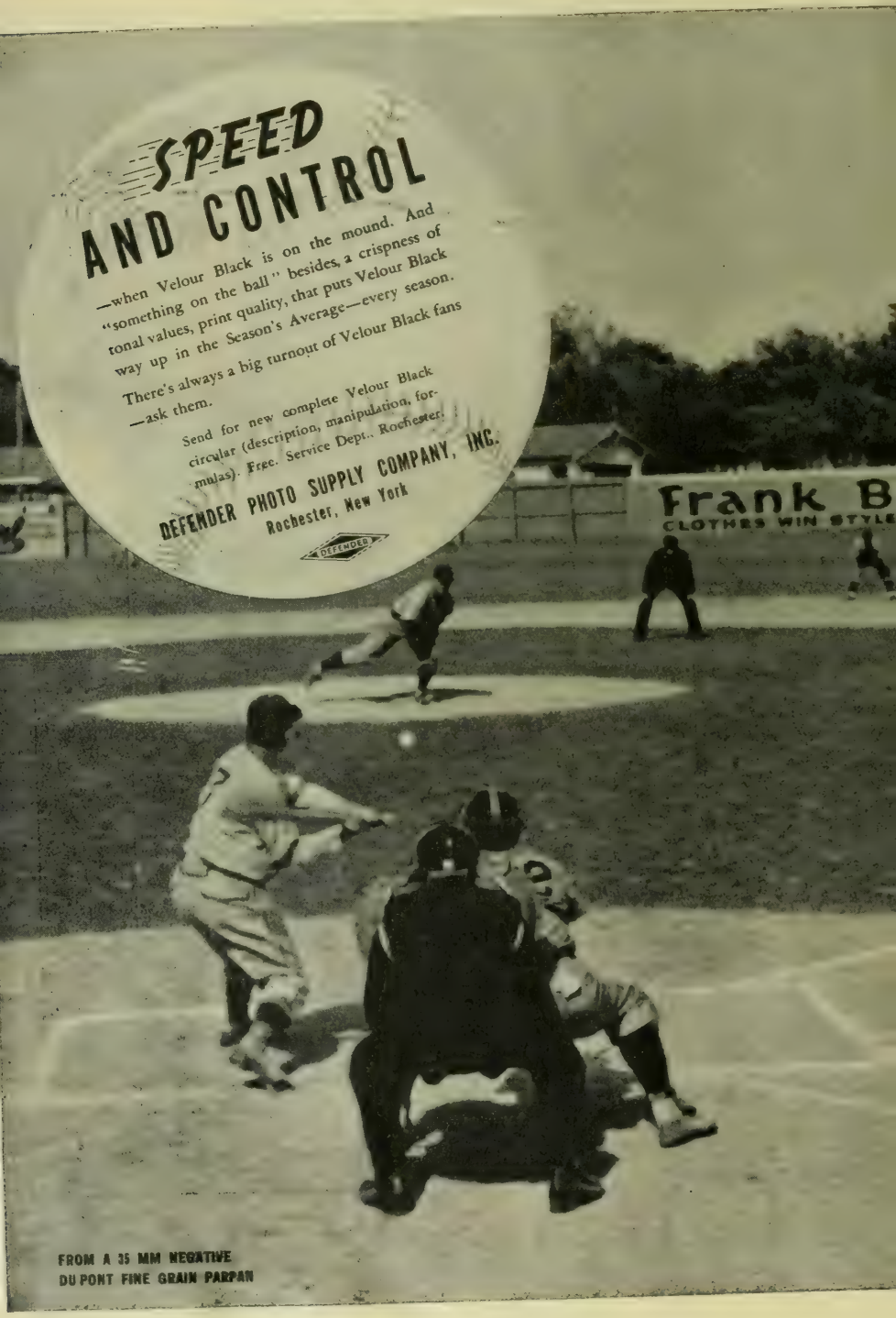
VOL. XV AUGUST, 1939 No. 9



BACK TO WORK

CALIFORNIA
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CALIFORNIA
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ACADEMY OF SCIENCES

Published by
HIRSCH & KAYE
SAN FRANCISCO


SPEED
AND CONTROL
—when Velour Black is on the mound. And "something on the ball" besides, a crispness of tonal values, print quality, that puts Velour Black way up in the Season's Average—every season.
There's always a big turnout of Velour Black fans —ask them.
Send for new complete Velour Black circular (description, manipulation, formulas). Free. Service Dept., Rochester.
DEFENDER PHOTO SUPPLY COMPANY, INC.
Rochester, New York
DEFENDER
Frank B
CLOTHES WIN STYLE
FROM A 35 MM NEGATIVE
DU PONT FINE GRAIN PARPAN

THE FOCUS

Prepared and Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE
239 Grant Avenue, San Francisco

The Largest Independently Owned Photo Supply House in the West

VOL. XV AUGUST, 1939 No. 8

INTRODUCING—



ALEX STEPICK . . .

Alex Stepick is a Russian who came to this country as a young man to enjoy the opportunities about which he had heard so much. He was born in Kiev, where he spent the first few years of his life. He was eighteen years of age when in January, 1913, he arrived at New York City.

A short time later he went to Boston, where he found employment in a foundry. He followed this employment for two years, after which he went to Chicago, where he worked in several hotels. The urge for travel remained unsatisfied, and we next hear of him in New Mexico as an employee of the Santa Fe Railroad.

In 1918 he arrived in San Francisco, where he heard of the Britton School of Photography. He attended school during the day sessions and shrewdly found employment in studios where finishing was done during the night hours. This enabled him to make practical use of the things he studied during the day and hastened his maturity as a trained photographer. At the same time he met a young lady who was especially interested in retouching and art work. In September of 1922, he moved to Watsonville and opened his first studio. The young lady he met at the school was invited to come to Watsonville and become a life partner, and she accepted.

The studio was conducted in the original location for ten years and more recently has been moved to a modern establishment at 451 Main Street.

Mrs. Stepick is a native of England (Bedford) who came to Canada at the age of eleven, returned to England a little later, and two years later again moved to Canada. From there she moved to San Francisco, and likewise enrolled in the Photographic School. The Stepicks have two children, Wanda Lawrence and Alex Fred. The children are very musical and Wanda is a talented dancer. Alex plays in the high school band and in an orchestra, and yes, he has not overlooked any opportunity in the studio and looks forward to taking over the photo finishing.

The Stepick Studio is equipped for any branch of photography. Mr. Stepick has obtained recognition at various salons where his prints have been accepted. Visitors are always welcome in his studio. We are reminded that at an appropriate time, just before Mother's Day, the Stepick Studio purchased the entire bottom portion of a full-page in a local newspaper for Mother's Day photograph publicity. This is an indication of the progressive spirit found in the Stepick Studio.

—⁂—

The business man is the subject of more legislative concern than the criminal. The latter enjoys far less uncertainty of the laws prescribing his operations.

INCREASED STUDIO SALES AND PROFITS START HERE

★ The modern, ingenious machine embosses your name on Gross Ad Style Mountings is significantly mo just a mechanism. For here, at the em operation, the future success of your b is made more certain with the art Gross mount design and enduring craftsmanship.

Ordering your studio name en on Gross Advanced-Style Mounting surest forward step you can take tow creasing your future sales, security an munity prestige.



Gross Salesmen are now presenting our new line of the finest mountings we have ever produced. When you see these new numbers, including the sensational GROSSMOUNT Easel Frame, be prepared to order because these mounts have what the public likes, and will buy.

THE *Gross* PHOTO SUPPLY COM

1501 W. BANCROFT ST., TOLEDO,

Established 1906

Canadian Agents: W. E. Booth Co., Ltd., Toronto and

Don't Like It

A SHORT time after Calvin Coolidge had retired to private life, and in the early days of the depression, a group of newspaper men obtained his consent to an interview. There was one thought in the minds of people at that time, and one of the press representatives asked Mr. Coolidge what he thought of the depression. In his native Vermont dialect, Mr. Coolidge replied, "don't like it."

That is our own attitude toward back orders. You don't like them, and neither do we, but there isn't much that any of us can do about it. The photographic industry is probably outstanding in one respect, and that is the nature of the original sources of supply.

Our own active purchase list consists of approximately 350 firms from whom we buy the equipment, material, and gadgets we distribute. Of this number, less than 50 represent really established and self-sufficient manufacturers. Most of the remaining sources are more or less small establishments with a staff of a few or more people. The matter of back orders, therefore, goes back farther than our back order file.

A large investment is represented in our stock of film and paper. We will take just one line of photographic paper, the Defender line, which we tabulate and quote only because the Defender booklet happened to be lying on the desk the moment this article was written. We find papers listed in 59 sizes. We find a total of 143 products in proof paper, contact paper, and enlarging paper. Anyone can verify these figures. Multiply the various products by the sizes and you have a total possible combination of 8,437 items. This situation can be duplicated in the Eastman, Ansco, and other lines. While we know that we would not have call for each and every item, the assorted nature of our mail indicates we are assumed to have in stock most of these items, which, of course, is not possible or practical.

It is interesting to notice that 80 per cent of the total demand for photographic paper is taken care of by less than 20 per cent of the total number of sizes and products Yet, for some reason, we are presumed to have the remaining 80 per cent of items for a 20 per cent demand. Standardization of sizes and products would help everyone to a great extent.

In connection with sensitized products, we must recognize another condition. Photographers want long dating on film and paper. The only way to furnish the long dating required is to work on a minimum stock and frequently reorder. This method of ordering is not practical because of the greatly increased danger of shortage, which can be avoided if we ordered a greater quantity of any one order.

At the present time there is much interest in the Apac Oversize Printer Many orders have been booked, and we understand the factory has hundreds of unfilled orders. This, of course, is an unsatisfactory condition, but is due to the fact that this is a new product for which a nation-wide demand was created within a few months. When a large percentage of the total number of finishers in the United States and Canada suddenly decide they want a printer, and want it in a hurry, there is sure to be congestion at the factory.

(Continued on Page 7)

Preview of New Goods

JUST before this issue was sent to the printer, we placed orders for new goods, which will arrive during the latter part of this month. While these will be featured in later numbers of THE FOCUS, we give you an advanced report.

Aprons

We will be able to furnish an oil silk laboratory apron of extremely light weight, almost transparent, and chemical proof as well as waterproof. The price is only $1.25.

Enlarger Cover

A good enlarger deserves protection from dirt, fumes, and dust. We will be able to supply a cover made of a special grade of light weight, closely woven material and of sufficient size to be suitable on practically any enlarger, 5 x 7 and smaller. The cover is placed over the enlarger and drawn tight at the bottom by means of a tie string. Prolong the life of your lens and equipment with an enlarger cover. The price will be only $2.25.

Mask Set

We will be able to supply a set of approximately six or seven masks, die cut out of tough fibre board with uniform outside measurements of 4" x 6" and openings for all standard size negatives. These may be used in an enlarger or print frame. The price for set is only 50 cents, and you may want these for your retail trade.

Tripod Tips

One of the new items will be a set of three especially moulded rubber tips to be placed over the metallic points of metal and wood products. Once attached, they stay put, but can be removed when not wanted. Set of three rubber Tripod Tips will cost only 15 cents.

Price Revision

The Eastman Print Straightener, Model C, is now quoted at $175 with AC equipment, and $188 for direct current motor. This print straightener is designed for both single weight and double weight prints with capacity up to a 14" print.

←⁂→

Professional Kodachrome Photography

This is the latest addition to the recently announced series of Eastman Technical data books. Up-to-the-minute in the information it contains, the book is one that every professional photographer will want as a reference book. The small charge made for this book barely covers the actual cost of printing. Four excellent color prints are made a part of the book. Whether you want to do color or wish to avoid it, color photography has arrived, and the sooner you know something about it the sooner you will be able to recapture some of the professional business that has been lost because of lack of public interest.

Price per copy, 25 cents.

←⁂→

Mrs. Justus of Taft spent a week in San Francisco to attend the Gift Show and do her buying for the season.

* * *

D. Perry Evans of Portland came to San Francisco to see our Fair. He was accompanied by **Mr. G. P. Bissel** of the Portland News Telegram.

* * *

Mr. Schabazien of the Royal Photo Studio of Fresno spent several days at Treasure Island. We were glad to notice that the visitors included a call at the Hirsch & Kaye office in their schedule.

DON'T LIKE IT

(Continued from Page 5)

Right now we have many back orders for new and recently announced items. The Model 715 Weston Meter is one. At the time this meter was first announced, every dealer wanted a supply, and most professional and amateur photographers wanted theirs at once. Even with overtime production methods the factory has not been able to deliver the meters as fast as wanted, and it will be recognized that this is an inflated demand which will be considerably reduced as meters are delivered to the customers. Another item for which we have many back orders is the Falcon Camera, of which we are still awaiting the arrival of several hundred so that we can fill our customers' orders. Often advertising for a new product is released long before production is started, so that the manufacturer may be able to estimate the quantity to be made.

Even the largest manufacturers are in turn dependent upon other sources. The total amount of paper used in the mounting industry is a very small part of the total production of paper. Mountings are made from especially run paper made for the purpose and at the convenience of the mills. Many an order for mountings is delayed because the mill, whose stock is to be used, has not produced the necessary card stock.

We could go on and enumerate many other items. Manufacturers are held up by delayed molds or castings. Essential parts made under a sub-contract are delayed at point of manufacture because of labor difficulties or other conditions. We might further mention that some of our back orders call for items which our sales records show we sell most infrequently. It is not practical to carry in stock an item which from past experience has sold at the rate of one or two units a year. If the model should be changed, we doubt if anyone would pay the price of the old model unless we sold it at a loss. Matters like this are entirely beyond our control, and unless they are thoroughly understood, we are blamed for them.

We naturally do not like back orders. Aside from the inconvenience we know they cause you, we have a very definite problem of additional clerical work. We are willing to order the goods and have modern stock control methods to help us maintain the stock, but there is a limit as to how much we can do. We do know that our stock is recognized by Eastern authorities as being one of the most complete and extensive in the United States, and, while we have a more complete assortment to offer than the average stock house in the large Eastern cities, the total population we serve in eleven Western states is only about 9 per cent of the population of the country. We therefore have the problem of larger inventory than the market would justify, slower turnover of the investment, and, of course, maximum transportation cost from principal sources of supply. Visitors to our office who may wish more information on this subject will be welcomed and a detailed explanation and showing will gladly be made at any time.

FOR SALE

Small Studio in Northern California. Ideal for couple to operate. Cash talks.

Box 2382 THE FOCUS

PHOTO ART *and* RETOUCHING SERVICE

Mail orders invited

BOX 76 SACRAMENTO OAK PARK STATION CALIFORNIA

PICTOL

TRADE MARK
(REG. U.S. PAT. OFF.)

for

MONOMETHYL-PARA-AMIDOPHENOL-SULFATE

SPECIAL NOTICE: Pictol may be used in any developing formula calling for a developing agent of this nature.

Pictol is not only manufactured to definite chemical standards and carefully tested for uniformity, but it is checked in our laboratory by elaborate photographic tests.

Many photographers have told us that they prefer Pictol because of the excellent detail they obtain in both highlights and shadows. They also comment upon the way their solutions hold up and produce a maximum number of negatives or prints.

Pictol is but one of a complete line of Photo-Purified, Chemically and Physically Perfected chemicals. Specify "Mallinckrodt" when you order.

Mallinckrodt
CHEMICAL WORKS
SECOND & MALLINCKRODT STS., ST. LOUIS, MO.
72-74 GOLD STREET, NEW YORK, N. Y.
CHICAGO
PHILADELPHIA
TORONTO
MONTREAL

Synchroflash Photography

THIS form of photographic activity is not near as complex as it may sound. In his book, Synchroflash Photography, Willard D. Morgan completely covers the subject in such a way that the reader is completely informed on how to proceed and why. The book will especially appeal to commercial photographers, but is of great interest and contains much information for any photographer. There are 200 illustrations contained in 180 pages of the book, which is priced at $1.95.

Ektar Lens in Ilex Shutter

The Eastman Ektar 14 inch F6.3 anastigmat lens was originally announced fitted with a compound shutter. Due to the uncertainty of delivery of shutters from Europe, an American-made shutter is now supplied.

The Ilex Universal shutter has a range of speeds from one to 1/50th of a second. The price of lens with Ilex shutter is $205, and when supplied without shutter the lens is quoted for $175.

Nature keeps a one-price store. Whoever lays down the price gets the goods.

Infra Red A H Safety Film

It is now possible to obtain Eastman Infra Red cut film in any size in which other grades of cut film can be furnished. These sizes run from 2¼x 3¼ to 30x60-inch. You can also obtain the same film in any of the listed centimeter sizes.

As an indication of the price range, we mention that the list on 4x5 size is $1.25; 5x7, $2.00; 8x10, $4.45 a dozen. These prices are subject to regular schedule which applies to cut film. Eastman Infra Red Safety Film has anti-halation backing. Order from Hirsch & Kaye.

"Photography"

Written by Dr. C. E. Kenneth Mees, Kodak Director of Research and Development, "Photography"—a new work of more than 200 pages—is a rich source of intensely absorbing information for everyone interested in photography, whether amateur or professional.

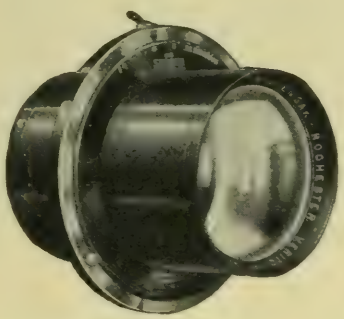
Starting with the history of photography, the book covers in turn: manufacture of present-day photographic materials—modern photographic practice—formation of the photographic image—reproduction of tone values—cinematography—reproduction of colored objects in black-and-white and in color. It finally describes various uses of photography—as in astronomy, biological sciences, medicine and dentistry, and in testing materials. Many pages are devoted to facts not generally known about production in Hollywood studios.

"Photography" contains a variety of unusual illustrations—some in color. The price is $3.00. You'll want it for your library.

Stolen Camera

Frank H. Evernden of Centralia, Washington, has written to tell us that one of his customers lost a camera somewhere in Southern California. The camera was a National Graflex, Series II, No. 205878, lens No. 7736. If this camera is offered to you for purchase, or comes to your attention, Mr. Evernden would like to be notified.

The Gledhills of Santa Barbara called on us while in San Francisco. They are devoting an entire month to the production of a series of Kodachrome prints of the Exposition and the scenic points of Northern California. Believe it or not, we have enough scenery to keep any photographer busy for a month.



AN *Indispensable* LENS

For artist-photographer and pictorialist! You need this Wollensak Verito diffused focus f4. Gives any degree of softness or sharpness you desire—by controlling diaphragm. Subdued definition practically eliminates retouching. Ideal for portraiture. Enlargements, too, through the Verito become soft, beautiful.

WOLLENSAK OPTICAL CO.
ROCHESTER, N. Y.



WOLLENSAK WRITE FOR FREE BOOK

Service Bulletin No. 11

THE great many different kinds of film available today, and the fact that all brands are available in roll, pack, cut, or 35 mm. film makes the final selection of film for a given purpose somewhat difficult. With this in mind, we have prepared Service Bulletin No. 11, in which we offer helpful selections as to the right film for any purpose. This bulletin will gladly be sent on request.

We are reminded of Service Bulletin No. 8 of equally helpful nature, in which we submit information as to the selection of filters for any given purpose. Service Bulletin No. 8 and Service Bulletin No. 11 will gladly be sent to those who send their request.

←⁂→

FOR SALE

Well Established Camera Shop

Located on the Monterey Peninsula, and complete with picture framing equipment, photostat machine, and ready to handle any photographic assignment. This is one of the best equipped shops in this part of the state.

Box 2379, THE FOCUS

←⁂→

Have You Noticed?

The trend in small cameras seems to be away from the 35 mm. size. We notice more and more interest in cameras of 120, ½ of 120, vest pocket, and ½ vest pocket size. From information available, and a study of our sales, we feel convinced that the tendency toward 35 mm. cameras in low-priced units has definitely been checked, but the popularity of precision instruments like Contax and Leica, Bantam special, and similar models will continue.

PHOTOGRAPHS *Tell the Story*

Add to photography's contributions, that of communication. Girl visitors at the New York Fair whose mothers warned them about picker-uppers now get a strip of pictures taken at an automatic photo machine, jot their name and phone number on each one and drop them judiciously around the grounds—picture side up. The pictures are picked up, and the girls get called.

←⁂→

The Law Has Teeth

With nothing in mind, but with intent of reminding our readers of something they should know, we publish the following information.

Section 1½ of the California Fair Trade Act provides:

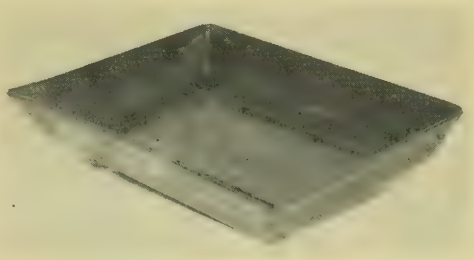
"Willfully and knowingly advertising, offering for sale or selling any commodity at less than the price stipulated in any contract entered into pursuant to the provisions of section 1 of this act, whether the person so advertising, offering for sale or selling is or is not a party to such contract, is unfair competition and is actionable at the suit of any person damaged thereby." (Cal. Stats. 1933, p. 793.)

In moments of temptation, it will be well to remember that anyone offering for resale an article covered by the Fair Trade Act is bound to observe the price schedule even if no individual agreement has been signed by the merchant. We understand that several cases in Southern California recently were successfully prosecuted. A feature of the law not always known or understood, provides equal penalty for the recipient as well as the giver of unauthorized prices.

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For the benefit of those who wish to inspect an Apac printer, we have installed a late model No. 68-U printer on the third floor of our building, where it may be seen.

Shatter Proof Trays



WHILE the average photographer does not naturally drop his trays, it is a comfort to know that the tray you use will not break should it be dropped. Shatter Proof Trays are now available in light weight, unbreakable material and in sets of three. Each tray has its distinctive color. On the bottom of each tray are elevated ridges to permit you to readily remove the film or print.

Set of three, 4x 6, per set.....$ .60
Set of three, 5x 7, per set..... 1.50
Set of three, 8x10, per set..... 3.00

←⁂→

Coming

Within a very short time we will be able to supply unbreakable funnels in half-pint and possibly larger size. From information now available, the price of the half-pint size will be 60 cents. Orders are now being booked.

←⁂→

New Price on the Photrix SS Meter

The Photrix SS Meter will be priced at $19.75, effective September 1. This is only a slight increase over the present price of $17.50, and will probably not affect the sale of the meter. The Photrix SS is an American-made meter which has a very easily read scale.

Future Competition

MODEL railroads operated by the Southern Pacific, the Santa Fe and other lines in Treasure Island's Vacationland, attract more grown-ups than youngsters, attendants insist.

The disappointed camera fan of today will be a model maker tomorrow.

←⁂→

Duck Bill Unbreakable Print Tongs



There is no need of stained fingers. There has been various forms of print tongs available, but the style we now offer is by far the most desirable.

The Duck Bill Unbreakable Print Tongs are 10 inches in length and the "bill" is one inch wide. The tongs are unbreakable, stain proof, and serve well as stirring rods. They are furnished in sets, each containing one pair of red and one pair of black tongs, so that they need not be used in more than one solution. They are attractively made and colored and offered as a set at the low price of 75 cents.

←⁂→

Eastman Print Dryer

The Eastman Professional Print Dryer, Model B, is now quoted at $110 with AC motor and $112 with DC motor. The dryer is furnished with 50 drying units, a 10-inch fan and 750-watt space heater. Equipment like this is designed to last a lifetime, with the result that the annual cost becomes a very small item.

Synchronized Brownies

THE inevitable has happened. It is now possible to obtain Brownie cameras fully synchronized for use with flash bulbs. The modified Brownie is sold under the Fair Trade name of Electricamera, and it is supplied in two models. The 620 Brownie Junior is listed at $8.75, and the 616 Brownie Junior at $9.10 complete with synchronizer.

In order to obtain this combination of camera and synchronizer, the manufacturer practically takes the camera apart and rebuilds it. The equipment is sold only as a complete unit, and we have both sizes in stock.

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Growing Fast

According to the figures recently released, we find that the manufacture of photographic merchandise in the United States has increased from $65,000,000 in 1934 to $125,000,000 in 1938. At the same time the import of photographic goods from other countries has jumped from $1,000,000 to $5,000,000. This would indicate that the demand for foreign made photographic goods has accelerated much more than the domestic.

It is interesting to reflect that our stock contains practically a complete representation of all photographic goods made in this country.

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You Can't Do That

A law was recently enacted in New York State which will protect news photographers from assault while engaged in their normal duties as photographers. Any person who strikes, beats, or wilfully injures the person or apparatus of any news reporter or news photographer, during the time when such reporter or photographer is engaged in the pursuit of his occupation in any public place or gathering, is guilty of a serious charge. The law became effective at once.

Naturalization Passport Pictures

THIS information has previously been published, but because it again may be helpful, we remind you that photographs for naturalization applications should be 2″x2″ in size, with a quarter-inch white margin only on the bottom. A white background should be used.

Passport photographs should be made against a white background, show front view of the person, and the finish in 2½″x2½″ size. Some civil service applications require a photograph, but there appears to be no standard size. A picture of passport size would seem suitable for an application of this kind.

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The National Tank

The great number of Champion Adjustable roll film tanks we have sold have been instrumental in bringing about a reduction in the manufacturing cost. This saving will be enjoyed by the purchaser, and the tank formerly sold as the Champion will now be sold as the National, at reduced price of $2.50 list. Distribution arrangement remains the same.

Notwithstanding the reduction in the price, the National tank is equipped with the strongest locking device found in tanks of this kind. We predict further popularity for this product, and at the low price of $2.50 the National tank has been brought within reach of a greater number of your customers. National tanks are now in stock.

←⁂→

New Size Kodachrome Professional Film

In addition to the regularly listed sizes, we can now supply Kodachrome Professional Film in either Daylight type or Type B. The new size is 2½″x3½″.

The New Weston Master

Exposure Meter (Model 715)

THE new MASTER is a truly universal exposure meter, designed for those who are exacting in their work . . . who require a meter with *extreme high and low brightness range* . . . with *readable high sensitivity* for indoor work . . . with the *correct viewing angle* for exact color and ciné work . . . and with the *dependable accuracy* for which the WESTON is famous. These qualities are all found in the MASTER...*a fitting companion to the finest camera!*

Automatic "High Light," "Low Light" Scales

The MASTER will enable you to get accurate measurements in light from as low as 1/10th candle per square feet, up to 1,600 . . . the widest brightness range available in pocket meters. Best of all, you'll be able to read all measurements *easily and accurately* . . . because of the MASTER'S "High Light," "Low Light" scales.

Thus with separate scales for low brightness and high brightness work, each scale can be widely spaced and have bold, legible light numbers . . . and the pointer will move a "readable" distance even for measurements in extremely low brightness.

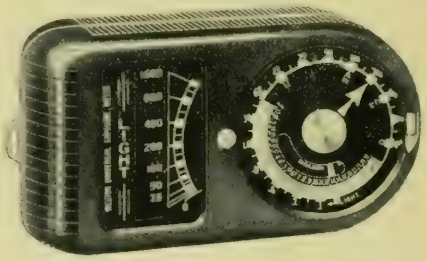
Accurately Measure as Low as 1/10 Candle Per Square Foot



When the MASTER is used in Low Light, the swinging louvre is merely snapped to the left as illustrated by dotted line. The "Low Light" scale automatically appears reading 0.50.

Accurately Measure Up To 1600 Candles Per Square Foot

When the MASTER is used in High Light, the louvre is merely snapped to the right. The "High Light" scale automatically appears reading 0-1600. Thus you have a separate, *readable* scale for each class of work.



New 30 Degree Viewing Angle for Color, Ciné and Outdoor Work

Here's another feature that will appeal to the exacting photographer. When the MASTER is used with the "High Light" scale, the viewing angle automaticaly is cut down to 30° . . . the angle essential for ciné and color work, which gives more exact measurement outdoors. With this sharply directional angle you can measure the *central point of interest* in a scene without having your reading adversely affected by extraneous surrounding light.

Remember, too, that WESTON'S *viewing angle always is cone shaped* . . . like the camera lens. Thus WESTON measurements always are dependable!

Price, $24.00; Case, $1.25.

Protect Your Range Finder

With the Kalart Model "F" Range Finder Encircling Bracket

THE Kalart Encircling Bracket protects the Range Finder from hard knocks while the Eye-Tube Extension aids the photographer to locate the "bright spot" when focusing.

The cross slide on the upper part of the bracket is the same size as the slide provided on Zeiss, Leica and many other cameras for accommodating standard camera accessories.

The three round holes are provided for fastening the slides of flash guns of other manufacture. When attaching these slides, care must be exercised to prevent any bolts or rivets from touching the Range Finder housing to prevent torsion strain.

The slotted hole provides access to the side-image adjusting disc on the Range Finder.

The bracket for the 3¼ x 4¼ and 4 x 5 Speed Graphic cameras is equipped with a threaded amber filter to increase the contrast between the direct and reflected images.

For the Miniature 2¼ x 3¼ Speed Graphic a snap-on filter is furnished for attaching directly to the upper front window of the Range Finder.

Range Finder Encircling Bracket for 3¼ x 4¼ and 4 x 5 Speed Graphics—with Extension Eye-tube and Amber Filter..... **$2.50**

Range Finder Encircling Bracket for Miniature 2¼ x 3¼ Speed Graphics—with Extension Eye-tube and Snap-on Amber Filter ... **$2.50**

Snap-on Amber Filter, only..... **$ .75**

Facts and Figures on Photographic Industry
(As of July 1, 1939)

	Portrait Photographers	Commercial Photographers	Portrait & Commercial Photographers Combined (Duplications Eliminated)	Photo Finishers	Portrait & Commercial Photographers & Photo Finishers (Duplications Eliminated)	Illustrative and Advertising Photographers	Industrial Photographers Employed in Non-Photographic Industries	Commercial & Illustrative Photographers Combined. (Duplications Eliminated)	Commercial & Industrial Photographers Combined. (Duplications Eliminated)	News & Press Photographers (Individual Names) Also Syndicates
Alaska	15	9	16	6	17	3	1	9	10	1
Arizona	46	46	56	45	64	5	0	47	46	4
California	835	558	1134	441	1269	140	18	593	575	119
Idaho	55	29	59	47	73	3	0	29	29	3
Montana	82	43	94	60	104	2	1	43	44	4
Nebraska	139	63	154	93	178	10	4	62	64	15
Nevada	13	7	15	10	17	1	0	7	7	1
New Mexico	30	16	36	20	40	1	2	16	18	2
Oregon	128	76	161	83	193	11	4	76	80	12
Utah	41	26	58	30	70	7	2	26	27	12
Washington	224	123	289	119	324	19	4	123	126	7
Canal Zone	0	2	2	2	3	1	3	2	5	1
Hawaiian Isds...	88	25	92	8	95	2	2	27	28	1
Philippine Isds.	26	7	28	12	33	1	2	7	9	0

"Sussman Mounts Are Paramount"



THE POWELL

THE POWELL EASEL

Linen Effect Coated Stocks—Gray and Neutral—Crushed Edge Underlay—Silver and Black—Gold and Black—Slip-In Style

Print Size	*Outside Size*	*Price per 100*
3 x 5	5 3/8 x 7 5/8	**$ 8.00**
4 x 6	6 1/8 x 9	**9.50**
5 x 7	7 1/8 x 10 1/8	**10.50**
8 x 10	10 x 13 1/2	**18.00**
10 x 8	12 1/2 x 11	**18.00**

THE RODNEY EASEL

Coated Stocks—Gray Only—Serrated Underlay—Slip-In Style

Print Size	*Outside Size*	*Price per 100*
4 x 6	5 5/8 x 8 5/8	**$ 7.25**
5 x 7	6 3/4 x 9 1/2	**8.50**
6 1/2 x 8 1/2	9 x 12	**13.50**
8 1/2 x 6 1/2 Gr.	10 1/2 x 9 1/4	**13.50**
8 x 10	9 1/2 x 12 1/2	**14.00**
10 x 8 Gr.	12 1/2 x 11	**15.00**



THE RODNEY

Samples of any Sussman Mount sent on receipt of 15 cents

HIRSCH & KAYE

Distributors

We have them in stock ***Place your order direct with us***

NEW LAMPS FOR FOCAL-PLANE SHUTTER SYNCHRONIZATION

TWO new General Electric aluminum, wire photo lamps, each of which has an extra-long flash duration for focal-plane shutter synchronization, are now available.

The smaller lamp, equipped with an A-17 bulb and designated as G. E. Mazda Focal-Plane Photoflash Lamp No. 30, is recommended for use with cameras equipped with focal-plane shutters up to and including the 2¼" x3¼" size. The larger lamp, equipped with an A-21 bulb and designated as No. 31, is recommended for all focal-plane cameras including the 4"x5" size.

Each of the two new lamps is treated inside and outside with a coat of strength-giving lacquer. The quick-break filament insures uniform flashing even with batteries which may have become weakened. Both lamps are designed for use with two or more standard flashlight cells or dry batteries only. Neither should be flashed from regular lighting circuits.

"Prime requisite of a focal-plane lamp," according to General Electric photographic engineers, "is the ability to produce constant illumination during the time the shutter is moving across the film. Extensive development work has enabled our laboratories to produce lamps having time-light characteristics which give unsurpassed uniformity of negative density—even with cameras of the 4"x5" size."

Rated light output of the No. 30 lamp is 40,000 to 45,000 lumen seconds; of the No. 31 lamp, 70,000 to 80,000 lumen seconds. Prices—No. 30, 28 cents; No. 31, 30 cents.

With the addition of the two focal-plane lamps, General Electric now offers a complete line of Mazda photoflash lamps having time-light photoflash characteristics which meet all basic requirements. Features of other lamps in the line are:

Foil-filled G. E. Synchro Press Photoflash lamps Nos. 11 and 21 have relatively high peak for "open shots" where the flash acts as the shutter, and yet have sufficient flash duration for synchronization with "between-the-lens" shutters.

Wire-filled G. E. Synchro Press Photoflash lamps Nos. 7 and 16 have a long flash duration and high sustained light output over a range of synchronizer adjustments. Designed for synchronization with "between-the-lens" shutters.

Foil-filled G. E. Photoflash lamp No. 75 has ideal characteristics for professional color and commercial photography.

Keep Your Lens Clean

with Kodak Lens Cleaner. Made especially for optical glass, it removes dirt and fungus growth which destroy lens surface. Will not injure the lens mount or balsam cement. Price per one-ounce bottle is twenty cents.

Apac Printers

The great amount of interest created by the Apac printer indicates the need for dependable equipment of this kind. A number of installations were made during the summer, and we know that many others will follow. A new catalog of Apac printers has been published and we will gladly send a copy to anyone who may send their request.

Arro Spotlights

RECENT changes in film emulsions have resulted in a revision in lighting equipment. The Arro line of spotlights is made by a firm which for twenty years has specialized in lighting units for the motion picture industry. There is only one standard in Hollywood by which equipment is measured, and that is usefulness.

Arro lights are not merely fabricated and assembled to be sold at a price. They are built with a definite purpose in mind. Arro lights are designed for control and a range of efficiency not found in other equipment.

Arro lights are equipped with Fresnel lens in place of an unprotected condensing lens surface. The resulting illumination is soft, even, and powerful. In place of a condenser, a reflector made of pure Alzak, the best metal for the purpose, is used. The result is a lamp four times as efficient as lamps of the spotlight type.

Arro lights can safely be used with kodachrome film and the new 3200° kelvin lamps, in which case type B professional Kodachrome is suggested. For daylight film, lamps of the C. P. model and blue filters are suggested.

The lens is made of Pyrex glass.

The lamp housing is made of dural metal and aluminum castings.

The yoke and stands are constructed of casmium plated steel tubing with extra large hand wheels and brass fittings. The several sections of the stand are so made that they will not come apart when completely extended. Rapid focus is possible from either front or rear controls. The lens is attached to the front door and is easily cleaned. This all provides convenient access to the lamp for renewal or change. The stand is equipped with 3" and 4" ball bearing casters.

Used exclusively on the lots of RKO and Warner Bros. in Hollywood and well known to all the studios and in use by many of them. To a great extent these lamps, and the people who have designed them, have been active for nearly twenty years in the picture industry.

SPECIFICATIONS

	Baby (500-750)	Junior (1000-2000)
Double riser stands only	$15.00	$25.00
Heads only	$36.00	$67.50
Complete	$49.50	$92.50
Weight of heads only	11½ lbs.	35 lbs.
Weight of stands only	11¼ lbs.	19¾ lbs.
Diameter of lens	6 inch	10 inch
Extreme height of stands	8'-10"	8'-10"
Lamp sockets	Med. Pre-focus	Mogul Bi-Post
Simplex Triex cable	24 feet	24 feet
Plugs	Stage or Edison	Stage or Edison

Order from Hirsch & Kaye

Handle With Care

THE Weston Electric cell and similar models of exposure meters are delicate instruments and should be handled with the same care as you would give the most expensive watch. The coils are wound with insulated wire, which is much thinner than human hair. Pointers are motivated by electric current so small that it is sometimes difficult to measure the flow. Needle pivots are ground so sharply that it is difficult to imagine the smallness of the point.

Familiarity breeds contempt, and we remind our readers about the need of care in the use of these instruments.

Light Proof Ventilation

The recent introduction of highly sensitive film has somewhat increased the problem of ventilation of the average developing room. In connection with a ventilation problem of our own, we learned of a product which seems perfect for the photographic dark room.

The Ventilouvre Company, 548 Riverside Drive, New York, manufactures a louvre or grill product which enjoys the advantage of adjustability like a venetian blind. It is possible to completely close the grill, but in normal use it is so constructed that air, but no light, will pass through. It occurs to us that this product will be useful in many laboratories, and for this reason we mention the name and address of the manufacturer whose San Francisco representative is located at 557 Market Street. When you make your inquiry, please mention Hirsch & Kaye.

The man who starts out simply with the idea of getting rich, won't succeed; he must have a larger ambition. Nor can there be a permanent success without fair dealing.

A Step in the Right Direction

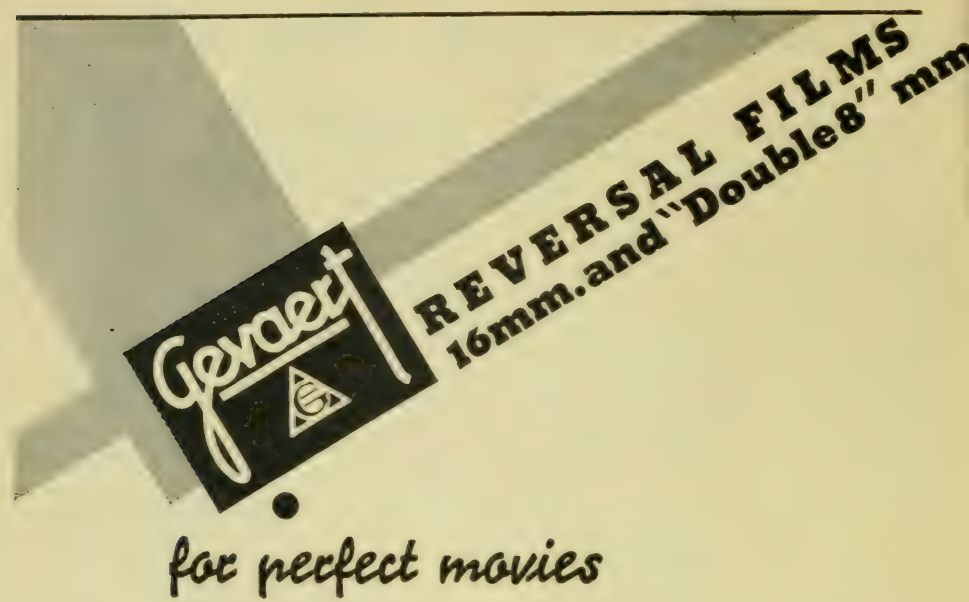
The State of Wisconsin has enacted a law, now effective, which prohibits the sale by employers to employees of goods not directly made by, or sold by, the employer. This law will be a hardship on that class of citizen that has previously made its purchases through a fellow who knows a guy whose sister's cousin works in a place where he could get it wholesale. However, it will return to legitimate trade channels millions of dollars worth of business.

It is highly significant that this law was passed, for the State of Wisconsin is outstanding for its legislation in behalf of the worker.

W. B. Farwell of Ventura came to San Francisco on an emergency visit. His parents were severely injured in an automobile accident and it was necessary to bring his father to a San Francisco hospital for special attention. Just two weeks previous, Mr. Farwell became the father of a boy, the third boy in the family. Some day he is going to have a lot of help in the studio.

Daniel Freeman, Monterey photographer, expects to retire from the photographic business at the close of this year. He owns a forty-acre ranch between Monterey and Salinas, on which he has just built a complete home. Plenty of cherries, peaches, pears and apricots are obtained from the numerous trees. A nice way to wind up an active career.

Mr. and Mrs. W. M. Ball announced the opening of the new Ball Studio at Third and Jefferson Streets, Corvallis, Oregon. The official opening was celebrated by a reception held on July 29.



for perfect movies

16mm. PRICES

PANCHRO SUPER REVERSAL: 50 ft. $3.25, 100 ft. $6.00. PANCHRO MICROGRAN REVERSAL: 50 ft. $2.50; 100 ft. $4.50. ORTHO REVERSAL: 50 ft. $2.50, 100 ft. $4.50. No additional charge for processing. Return postage of processed films prepaid.

Double 8 PRICES

PANCHRO SUPER REVERSAL, $2.25; PANCHRO MICROGRAN REVERSAL, $2.25; ORTHO REVERSAL, $2.00. These films are supplied in 25 foot lengths of 16mm. width, pre-scored to enable separation into two 8mm. width lengths. No additional charge for processing. Return postage of processed films prepaid.

These films are favorites with the serious cinematographer. He finds them easy to use in his camera—and most satisfying in *quality*. Fast speed gets the scene under unfavorable light conditions—and clear sharp register of action such as found in sports. The color balance reproduces a perfect black and white rendering of all colored objects. And—fine-graininess assures "theatre quality" projection. Processing laboratories are located all over the world thus giving the movie maker a prompt and efficient reversing service wherever he may be. As a suggestion to start the outdoor movie making season confidently and with enthusiasm we recommend these three films. Try them out and enjoy the thrill of making "perfect movies."

THE GEVAERT COMPANY OF AMERICA, Inc.

6370-72 Santa Monica Boulevard, Los Angeles

New York Boston Philadelphia Chicago San Francisco Toronto Montreal Winnipeg

Morgan Duplex Viewer



The popularity of the Blue Glass Viewing Disc has resulted in another product prepared in a somewhat different manner. It is recognized that cameras can be loaded with Panchromatic film for one purpose and Chrome film for another. The Morgan Duplex Viewer is the ideal glass for this combination use. The viewer consists of two individual colored discs, each mounted in a hard rubber mount, suitably marked to indicate the nature of film for which the glass is intended and conveniently placed in a chamois protective case and cord. The price of the complete set is $1.25.

Unfair Practices in the Electric Incandescent Bulb Industry

FOR the past few years the Incandescent Lamp Manufacturers' Association, an independent group, has been crusading against practices in the industry which it considers unfair. One of the most vicious of these is the manufacture and sale of bulbs which have intentionally been marked with a false wattage consumption. The ultimate consumer is led to believe that these bulbs will produce more light with the same current consumption as that of regular standard bulbs. In some instances, bulbs had been marked 100 watts, though they actually consumed 230 watts. The life of the bulbs was far below standard, generally blackening in after only a few hours of life. The loss to consumers from this practice has been very considerable.

Some of these bulbs were improperly marked by the manufacturer; on others the manufacturer deliberately omitted any marking, and a black india ink rubber stamp was used to mark the bulbs while in the possession of the jobber.

This pernicious practice has been called to the attention of the District Attorney of New York County, who has condemned it and has issued a warning that any further complaints will result in prosecutions under the penal law. The District Attorney's warning runs to all offending manufacturers, jobbers and salesmen who are considered participants. The District Attorney stated that the wattages must be indelibly etched on the bulbs so as to divert any suspicion of their connection with a later fraudulent sale of the products. He said that this was particularly applicable where an oversize filament was used in an undersized bulb. The manufacturers and jobbers who were summoned to the office of the District Attorney have agreed to cooperate in stamping out this practice.

PHOTO SUPPLIES

You can buy anything you need from one dependable firm.

Try HIRSCH & KAYE *first*

WOLFF'S CARBON PENCILS

These pencils leave a dead black mark without lustre. An ideal medium for spotting black and white prints. In five degrees—H, HH, B, BB and HB. 20 cents each, or $2.00 a dozen. Grade 3B, 35 cents each, $3.75 a dozen.

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have them.

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Complete
Negative Alteration
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OVERLAND 6820

Photographers

Write for 1939 Catalog and price list, genuine oil portraits—pastels, or rebuilt damaged portraits.

Convex glass and portrait frames.

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SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output. Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

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BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



2 SIZES
12, 19 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
COMPACT
DURABLE
EFFICIENT

The best by test.

FOR SALE

Studio, established 10 years. A1 location; small rent; coast town, population 12,000. Wonderful opportunity for man with small capital. Address Box 2370—THE FOCUS

FOR SALE

A partnership in a well-equipped studio and camera shop. This is the oldest established studio in the city of Las Vegas, Nevada. Place will invoice between $6,000 and $7,000. Have other interests.

Box 2380—THE FOCUS

Eastman Folding Photofoil Reflector

THIS new portable portrait reflector is made up of thin, narrow, aluminum foil covered sections that are cemented to a piece of cloth backing material. An adjustable stand supports the reflector and holds it at various heights and angles. Both the reflector and the stand may be folded into a small space.

The aluminum foil surface of this reflector is considered superior to the cloth reflector of the Eastman Home Portrait Reflector, for it will reflect a greater proportion of the light and will not soil with age. The Eastman Home Portrait Reflector is hereby discontinued, having been replaced by the new Eastman Folding Photofoil Reflector.

Eastman Folding Photofoil Reflector..... $16.50

BARS-TONE

GOLD AND PLATINUM TONER

No Other Toner Offers So Many Important Advantages

Universal Toner

Tones all makes of papers. Also Kodak, Ivora, canvas, etc. Produces wide variety of sepia, gold and platinum tones.

Economical

Extremely low cost per print. No wasted or ruined prints. Bath can be used repeatedly. Used in large quantity plants as well as exclusive studios.

Odorless

Almost like plain water.

No Heating

Same results at any temperature. No heating with subsequent potential damage to the emulsion. No blistering.

Convenient

Bath is mixed up and kept on shelf ready for instant use. Single solution. Used at room temperature. No bleaching. No redevelopment. Not necessary to make black and white prints any lighter or darker than usual.

Permanent

Bars-Tone toned prints have greater permanence than others.

Uniform

Each batch identical. No difficulty in obtaining perfect duplication of desired tone.

Better Tones

Experts praise the quality of Bars-Tone tones. Long range from warm black, to chocolate, to brilliant sepia.

Quick

Finished black and white is immersed from one to twenty minutes, depending upon paper used and tone desired. One operation only.

Reliable

Used successfully for 30 years. Made by a company which has been exclusively photographic for 62 years.

No Uneven Spots

Tones evenly. Important for all prints but especially for murals.

No Chemicals to Buy

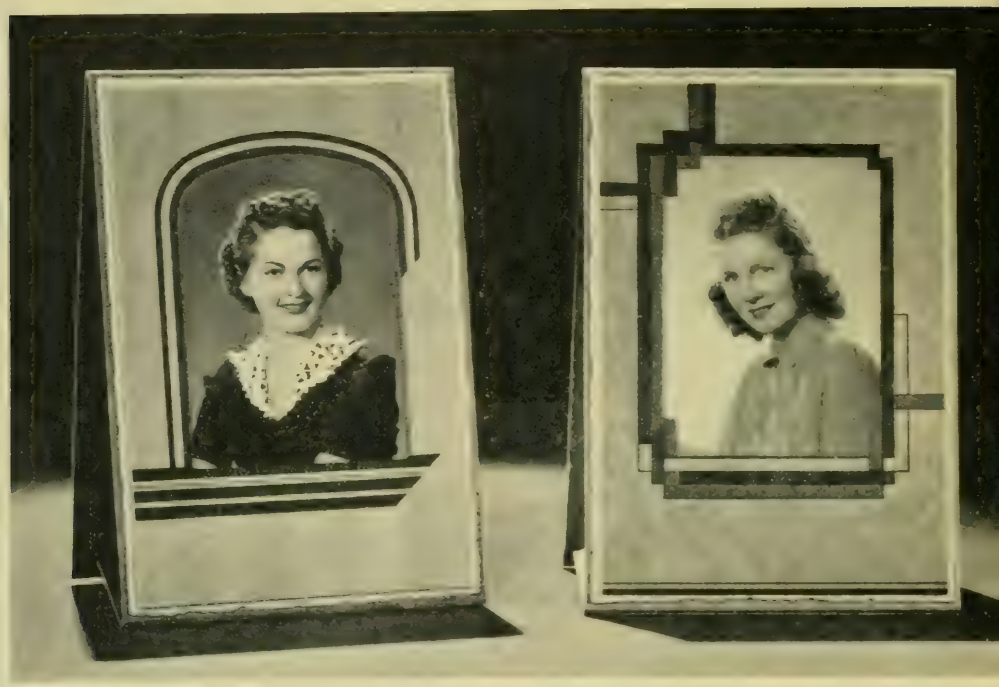
Package contains everything except the Hypo.

Harmless

Solution does not burn or stain the hands.

$1.25 a Package

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The MAESTRO The PLAZA

These are two of many splendid styles, especially suitable for school work, contained in the following Sample Sets offered through your stockhouse:

SCHOOL SAMPLE SET E — An assortment of 34 Easels and Folders, 3x4 size only . . . . $1.00 Postpaid

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These Sample Sets will help you get your share of the coming school picture business.

EASTMAN KODAK COMPAN

CHICAGO [TAPRELL LOOMIS DIVISION] ILLIN

Jerry's Corner



By Himself

Here I am, back from my vacation, just like the poor fellow on the front page.

Almost [illegible] back. Manuel asked me if I had seen the new blondes in the office. They sure are classy, he said, and doll up the office.

You know me, when it comes to girls, so I washed my hands, slicked back my hair and fixed my tie. Soon as I got a glance, I went up to the office to get acquainted.

I saw it all in one glance. There was Matt Nunan playing with one and Fred Sass playing with another, having lots of fun.

First Matt would pull one his way and Fred would do the same with another. What one did, the other did. Up see daisy and down again, and nobody seemed to pay any attention.

And was I regusted—we've got Venetian blinds in the office, not blondes. And here I was, all set for a blind date.

While I was away, I saw this sign on the highway: We don't know where Ma is, but we've got pop on ice.

And listen, girls, I learned something.

When you talk, don't talk, just sigh,
Get coy, get shy.
When you dance, forget your feet.
Get close, be sweet.

That's how to win friends and influence people.

Girls that are bespectacled
Seldom get their necktickled.

She wore her stockings inside out
All through the summer heat.
She said it cooled her off to turn
The hose upon her feet.

Next month we have Labor Day. Or do we? I can't understand this fuss about the change in Thanksgiving Day. I think our gang is all for the early day, because I heard Mike say it was a shame to crowd the whole Christmas season into just a little over two weeks. He's got something there.

I'm in favor of two Thanksgiving Days. That means two holidays and maybe two turkey dinners. And I'll get paid for not working.

JERRY

Bargain Lenses

Rodenstock Eurynar F5.4 Lens, 16.5 cm. focus in Autex shutter.

Bargain Price $18.00

F6.8 Gennert Series 111 Sylvar 8 inch Lens in Compound Shutter.

Bargain Price $12.50

Victor Rapid Rectilinear 3½x5½ inch in Victor Shutter.

Bargain Price $2.50

Carl Zeiss Tessar 4½x6½-7 inch. F4.5 Sunk Mount.

Bargain Price $35.00

11x14 Crown Table Model Printer.

Bargain Price $52.50

F4.5 Gundlach Radar Anastigmat 7½ inch.

Bargain Price $39.50

F6/3 Bausch & Lomb Zeiss Protar 7½ inch focus. Composed of two 13¾ inch Elements.

Bargain Price $45.00

Tele Peconar F3 Lens with sun shade. A Telephoto lens for 9x10 size.

Bargain Price $35.00

Cooke Portrait Lens F3.5, 9½" focus, Series 11A. Excellent condition.

Bargain Price $65.00

Voightlander Skopar F4.5 Lens of 13.5 cm. focus in Compur Rim Set Shutter.

Bargain Price $29.50

F3.5 Schneider Xenar Lens. Cover 5x7 7⅛ inch.

Bargain Price $52.50

B & L Zeiss Tessar F4.5 in barrel, 5x8 coverage.

Bargain Price $46.00

Zeiss F4.5 Tessar in Normal mount, 7" focus. Excellent condition.

Bargain Price $45.00

Leitz F4.5 Hektor, Telephoto lens, 13.5 cm. focus. Excellent condition.

Bargain Price $85.00

Kodak Anastigmat F6.3 in Ilex Universal Shutter. Cover 3½x5½.

Bargain Price $17.50

F6.8 Schneider Symmar 15 cm. in Compur Shutter. Excellent condition.

Bargain Price $42.50

Leitz Hektor, 2¾" focus, F1.9 for Leica Camera. Perfect condition.

Bargain Price $95.00

Steinheil Unofocal 16.5 cm. F6.8 in Compur Rim set Shutter. 6x8 coverage.

Bargain Price $27.50

F6.8 Voigtlander Kollinear 111 Cover 5x7 in Koilos Shutter.

Bargain Price $30.00

F6.8 Contessa Nettel Citonar 4½ inch. Covers 2½x3½ inch. Derval Shutter.

Bargain Price $7.75

(Continued on Page 27)

Bargain Lenses

(Continued from Page 26)

Wollensak Triple Convertible Anastigmat Series 1 F6.3-7 inch in Betax Shutter.

Bargain Price **$27.50**

Bausch & Lomb Tessar F6.3. 7-1/6 inch in Kodematic Shutter

Bargain Price **$29.50**

F3.5 Voigtlander Skopar 3 inch Lens in Compur New Type Shutter. New condition.

Bargain Price **$27.50**

Cooke Series III Anastigmat F6.5, 7 and 8 inch Lens. Has two rear elements, one filter with lens in compound shutter

Bargain Price **$49.50**

Wide Angle Protar 5x8, Series IV, F12.5 in Velute Shutter

Bargain Price **$25.00**

Wollensak Velostigmat Series 1A 7-1/2 inch in Betax Shutter

Bargain Price **$55.00**

Kodak Auto Focus Enlarger, Model B for negatives 4x6 and smaller Excellent condition.

Bargain Price **$26.50**

Cooper-Hewitt Mercury Vapor M-2 Outfit with auxiliary. Good for lighting and especially good as an enlarging light with 8x10 negatives

Bargain Price **$42.50**

B & L Zeiss Convertible Anastigmat 4½ inch F6.3 in Volute Shutter.

Bargain Price **$19.00**

Port-Land Spencer F5.6, 11½" focus.

Bargain Price **$7.50**

F4.5 Carl Zeiss Tessar 180 mm.

Bargain Price **$37.50**

11x14 Gundlach Perigraph F8. Convertible 16x20½ and 28 inch

Bargain Price **$27.50**

B & L IIB Tessar F6.3 Lens for 4x5 or small negatives Excellent for enlarger

Bargain Price **$16.50**

Carl Zeiss Tessar F4.5 Sunk Mount 15 cm.

Bargain Price **$28.00**

B & L Tessar F4.5, 5x7 Coverage.

Bargain Price **$35.00**

F4.5 Cooke Anastigmat Series II, 8 inch.

Bargain Price **$42.50**

F4. Wollensak Verito 8¾ inch Cover 5x7 (#37).

Bargain Price **$21.50**

Irwin 16 m m Projector, late model, with improved motor and mechanism. Condition like new.

Bargain Price, AC model, $9.50

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Description and illustration of any article gladly sent on request.

6½x8½ Korona Film Holders in condition like new.
Bargain Price.....$1.50 each

8x20 Korona Film Holders in perfect condition.
Bargain Price $5.50

6½x8½ Eastman Film Holders in first class condition.
Bargain Price.....$1.50 each

6½x8½ Eastman Plate Holders. Actually in stock.
Bargain Price.....$1.00 each

6½x8½ #4 Combination Film and Plate Hangers.
Bargain Price.....$0.40 each

B & L 11B Tessar F6.3 Lens in barrel. Fine for enlarging.
Bargain Price $25.00

14x20 Duo Chromium Finish Electric Glossy Print Dryer.
Bargain Price $7.00

Flash King Synchronizer for Kodaks and similar cameras.
Bargain Price $3.50

Pair of **6" Mounted Condensers.** Ideal for home-made enlarger.
Bargain Price $5.50

Telescopic Metal Stand consisting of four sections with total height of 15 feet.
Bargain Price $12.00

Kodascopic C, 16 mm., motor driven. Projector. Capacity 400 ft. reel.
Bargain Price $15.00

Ansco Home Portrait Tripod.
Bargain Price $16.50

Reis Professional Tripod with professional size tilting tripod top.
Bargain Price $25.00

Spencer Film Slide Projector for single frame 35 mm. film negatives.
Bargain Price, with case, **$30.00**

Argus Projection Printer. Looks like new.
Bargain Price $9.75

Kodak Mask Paper Holder for enlarging.
Bargain Price $12.00

Jackson Electric-heated Print Dryer for 10x14 plates.
Bargain Price $8.50

12-ft. Collapsible Stand for Flood Lamps.
Bargain Price $12.50

Beattie Arc Spotlight with Stand. Has been used, but still quite serviceable.
Bargain Price $18.50

No. 3 Ideal Print Washer for 11x14 and smaller prints.
Bargain Price $10.00

Sterling Water Jackets for 5x7, 8x10 steel tanks. Serves as a third tank and equalizes temperature of inside tank.
Bargain Price $7.50

Stoneware Tanks suitable for 5x7 or 8x10 hangers.
Bargain Price $4.50

Bargains for the Photographer

(Offered subject to prior sale)

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Description and illustration of any article gladly sent on request.

Flood Spot Lamp on 5 ft. stand with casters.

Bargain Price $7.50

Pako Liberty Model Matte Print Dryer, fitted with new apron. This is a gas heated dryer with 110 volt AC motor. Fine for matte prints, photostat prints, and similar use.

Bargain Price $60.00

Pako Liberty Model Matte Print Dryer with new apron. This is an electric heated dryer in good condition.

Bargain Price $120.00

11x14 Crown Printer No. 2 in condition like new. This is an 11x14 table type professional printer.

Bargain Price $52.50

Grant Enlarger for 35 mm. Film. This enlarger is outstanding in efficiency and because of the cool working light unit.

Bargain Price $36.00

Zeiss Miraphot Enlarger with F4.5 Tessar lens and masking paper holder. This is an Auto focus type enlarger with capacity up to and including 3¼x4¼ negatives.

Bargain Price $42.50

Proxidos Auto Focus Enlarger with F3.5 Texon lens for 2¼x2¼ and smaller negatives. The lighting system is equipped with condensers.

Bargain Price $49.50

Ansco Universal Stand. Ideal for commercial, home, portrait or temporary studio use.

Bargain Price $16.50

8x10 Eastman 2D View Camera only.

Bargain Price $29.50

Elwood Miniature Enlarging Attachment. Will convert the 5x7 models to Miniature negative use. Readily attached.

Bargain Price $9.50

5x7 Empire State View Camera with double extension bellows, five holders, and case. A new bellows has been installed.

Bargain Price $29.50

5x7 Professional View Camera, without case. 15″ bellows. Fine condition.

Bargain Price $16.50

Weston Model 650 Exposure Meter with case.

Bargain Price $14.50

3A Kodak with RR lens. Uses 3¼x5½ No. 122 film. Excellent for post card and scenic negatives.

Bargain Price $4.50

3A Kodak Special with range finder and B & L 11B Tessar lens. Excellent condition.

Bargain Price $29.50

Bargains for the Photographer

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Please mention the bargain page when ordering.

8x10 Solid Black Background without floor cloth. This is a brand new background received in error and offered at

Bargain Price **$7.25**

DALLON TANKS

The Dallon tanks we offer are new stock and have capacity of twelve films or plates. Each tank is supplied with drain and spout, and we offer these new tanks at bargain price to equalize our stock because of numerous additions to the tank line.

45x107 cm., 25 ounce capacity.
Bargain Price **$4.50**

6½x9 cm. (2½x3½), 32 ounce capacity.
Bargain Price **$5.00**

9x12 cm., 60 ounce capacity.
Bargain Price **$6.00**

6x13 cm., 32 ounce capacity.
Bargain Price **$4.75**

10x15 cm. (4x6), 80 ounce capacity.
Bargain Price **$6.00**

2¼x3¼, 32 ounce capacity.
Bargain Price **$5.00**

3¼x4¼, 54 ounce capacity.
Bargain Price **$6.00**

4x5 and 3¼x5½, 75 ounce capacity.
Bargain Price **$6.50**

5x7, 128 ounce capacity.
Bargain Price **$8.50**

DALLON TANKS

Capacity 6 plates and films. These tanks have no drain or filling spout.

45x107 cm. and 4½x6 cm.
Bargain Price **$3.25**

6x13 cm. and 9x12 cm.
Bargain Price **$4.25**

10x15 cm. (4x6).
Bargain Price **$5.00**

2¼x3¼.
Bargain Price **$3.75**

3¼x4¼.
Bargain Price **$4.50**

4x5 and 3¼x5½.
Bargain Price **$5.00**

5x7.
Bargain Price **$7.50**

Spotlight on Studio Stand. Uses small photo lamp or 500 watt tubular lamp.
Bargain Price **$9.50**

Kodak Miniature Enlarger for 2¼x3¼ or smaller negative. Has F4.5 lens.
Bargain Price **$36.50**

8x10 Willo Printer with adjustable masks.
Bargain Price **$15.00**



ROTECTION PLUS

THE finest chemicals—Eastman Tested—plus accurate compounding, make Eastman Prepared Developer Powders the safest, most convenient, and most economical protection for processing of films, plates, and papers. Order these prepared developers—packed in tin, always fresh. Eastman Kodak Company, Rochester, N. Y.

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EASTMAN Super Ortho Press . . . more than three times t speed of Ortho Press . . . is the ideal film for news or sports photo raphy. It has fine grain, excellent gradation quality, develops rapidl is physically hardened, and may be inspected during developmer Try it for better outdoor or indoor shots. Eastman Kodak Co pany, Rochester, N. Y.

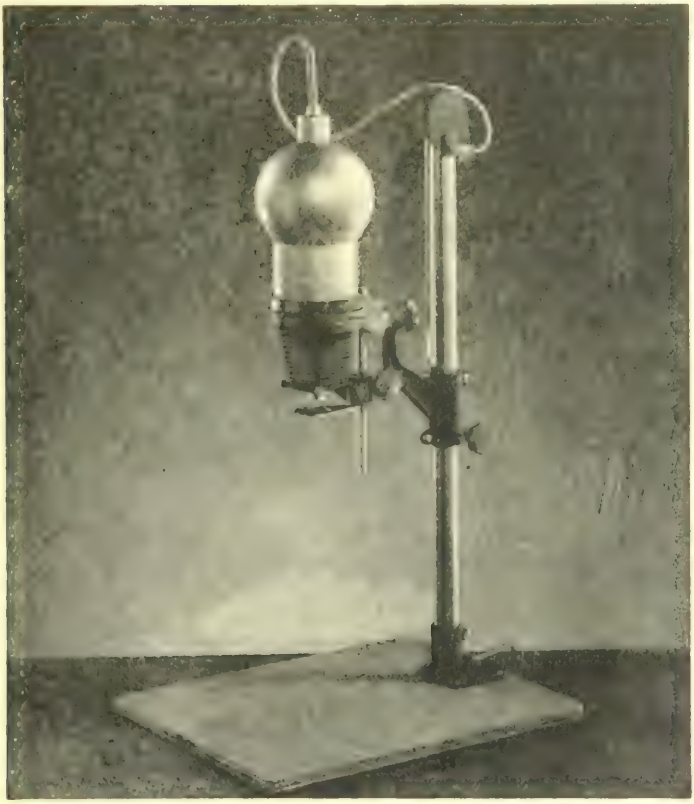
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THE FOCUS

Published Monthly in the Interests of Professional Photography

VOL. XV SEPTEMBER, 1939 No. 10



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Years of popularity in professional and amateur circles is reflected in a wide assortment of surface textures in paper stock. Eight of these varieties are obtainable in four contrasts.
In addition to the regular paper stock assortment, there are Velour Black Specials—Adlux, Ivora, Canvas.
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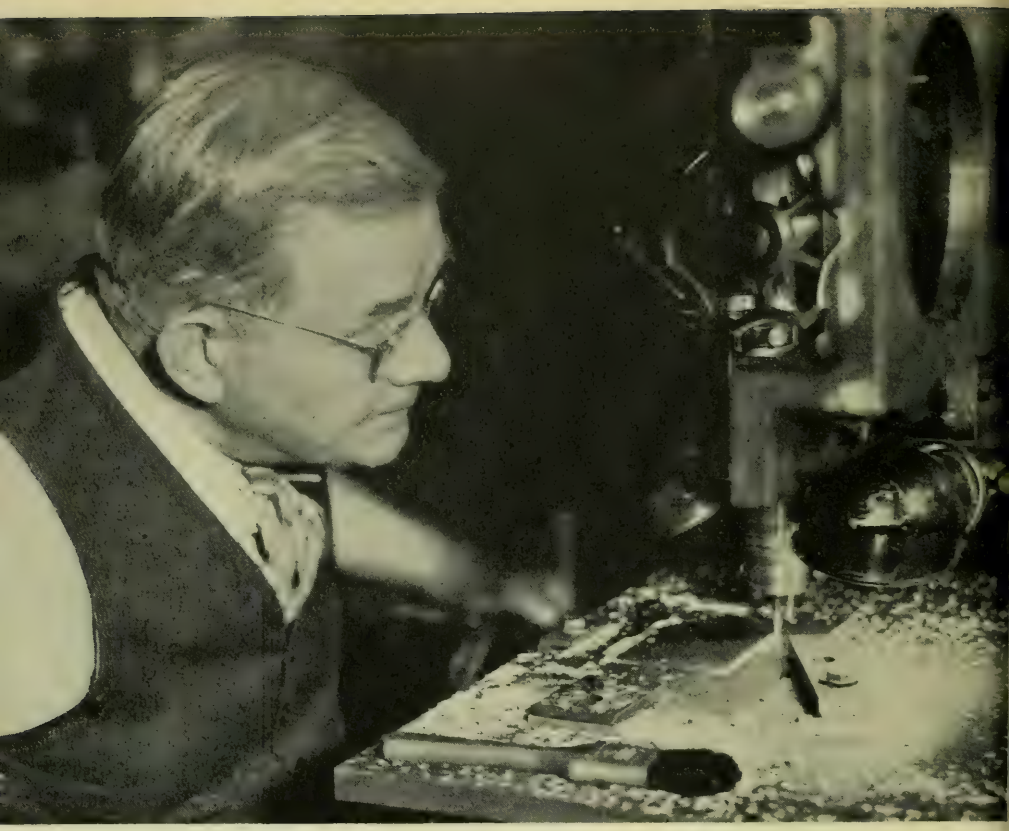
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Photographic Publishing Co.
233 Geary Street, San Francisco

Vol. XV SEPTEMBER No. 1

INTRODUCING—





Portrait of an artist

This gentleman, the master engraver who makes dies for Gross Photo Mounts, would chuckle if you called him an artist. Yet he and his fellow workers have brought craftsmanship to a point where the product of their skill will enhance your most artistic productions . . . as we think you'll agree when you see the new line of Gross Photographic Mountings.

When the Gross salesman calls on you he'll show you samples of these mountir . . . the most attractive we have yet p duced. Mountings that will grace yc artistry, compliment the beauty of yc prints, and help you command top pri for your work.

So watch for the Gross salesman. H have a dynamic line of mounts that v mean more business and greater pro for you.

★ **GROSSMOUNT** is the name of our ultra-modern, new-type, easel-frame destined to revolutionize mounting practice. Be sure to examine this new Gross creation.

THE *Gross* PHOTO SUPPLY COMPAN

1501 WEST BANCROFT STREET • • • TOLEDO, OH

Canadian Agents: W. E. Booth Company, Ltd., Montreal and Toronto

Volume 54 • 1940

The American Annual of Photography

Edited by FRANK R. FRAPRIE

Nearly 400 pages, 7¼ by 10, over 100 magnificent pictorial illustrations in full page, and as many more illustrating the text. Paper, $1.50; cloth, $2.25. Ready in September. Postage extra: 1st and 2nd zones (1—150 miles) 11c; 3rd zone (150—300 miles) 13c; 4th zone (300—500 miles) 17c; beyond 4th zone, 30c; Canadian and foreign, 30c.

THE forthcoming issue of this ever-popular annual will measure up to the exacting standards set by its predecessors. More than twenty outstanding, fully illustrated articles by acknowledged experts will furnish a wealth of practical information on a wide variety of subjects. Over a hundred of the best photographs of the year, selected from many thousands submitted from every part of the world, beautifully printed in full-page size with great care to reproduce as closely as possible the quality of the originals, show the trends in pictorialism regardless of cult or school of thought. The Annual preserves all of its old popular features, including the three-year salon standing of all pictorialists. This partial, tentative list of contents gives some idea of the wide field covered.

PHOTOGRAPHY GOES FORWARD — Glenn E. Matthews
A review of a decade of progress by one who helped make it.

PICTORIAL PHOTOGRAPHY AND THE SNAPSHOT IDEA — J. H. Stellwagen
An integrated philosophy in understandable terms.

ENHANCING YOUR PRINT QUALITY — Roland F. Beers
Scientific research to help the every-day worker.

GENRE — H. W. Honess-Lee
A modern master applies the ways of old masters to photography.

VERTICAL ILLUMINATION IN OPAQUE PHOTOGRAPHY — J. G. Pratt
Very practical help to seriously specialized workers.

TEXTURE — George F. Moss
Clever methods for obtaining better rendition.

DIFFICULTIES IN MEASUREMENT AND APPLICATION OF SPEED RATINGS — Henry A. Fowler and Lloyd E. Varden
Two well-known authorities really explain the subject.

THE SLIDE RULE IN PHOTOGRAPHY — J. M. Stofan
Showing how you can carry a lot of help in your pocket.

PHOTOGRAPHIC PERMANENCE — Coursin Black
A very popular writer gives some valuable food for thought.

DENSITOMETERS AND HOW THEY WORK — Laurence Dutton
And how you can make them work for you.

DETERMINING SHUTTER SPEEDS BY THE OSCILLOGRAPH — T. A. Rogers
Precision methods applied to an old problem.

DEPTH OF FIELD AND DEFINITION — Hans A. Eriksen
Making practical use of some optical laws.

WINTER MOUNTAIN PHOTOGRAPHY — Alfred A. Monner
Working methods for a beautiful and exhilarating pastime.

A VARIABLE TELEPHOTO LENS — Leo A. Leigh
An inexpensive way to make a very useful piece of equipment.

TO IMPROVE PICTURE QUALITY — Charles W. Seager
Technical methods for pictorial results.

CONSTRUCTIVE ANALYSIS IN PICTURE MAKING — William S. Davis
An artist reveals the fundamentals of picture making.

PHOTOFLASH SYNCHRONIZATION — Willard D. Morgan
Illuminating information from one who knows how to do it.

TONAL VALUES IN PICTORIAL PHOTOGRAPHY — Arthur Hammond
An eminent worker lends a helping hand to others.

OUR PICTURES — Frank R. Fraprie
A very helpful critique, and full technical data.

American Amateur Photographic Societies
Who's Who in Pictorial Photography
American Annual Formulary

Order your Annuals early from HIRSCH & KAYE

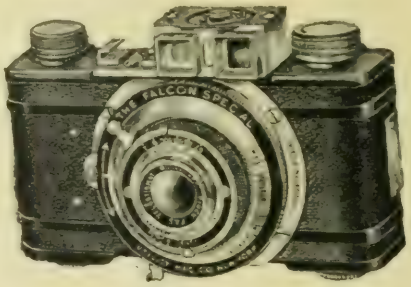
BARRÉ LENS SHADE AND FILTER HOLDER



The Barré lens shade and filter holder is constructed of heavy Duraluminum and perfectly machined by hand. The two-piece construction allows the filter to be held firmly in place and it is possible to change filter or diffusion disk without the use of individual holders for each filter. The inside is painted with a flat black to reduce the possibility of reflection.

Barré sunshades and filter holders are available in numerous sizes, to fit all standard cameras, with outside lens diameters from 8 to 60 mm. Please specify camera and lens when you order. Prices recently reduced to new low levels. Detailed list sent on request. Dealer orders invited.

Falcon Special



The Falcon Special Camera is destined to be one of the most popular in the inexpensive Miniature camera group. It will produce 16 pictures on a roll of 127 film, which is rapidly becoming the popular Minicam size. The camera is equipped with an F4.5 Wollensak lens and the shutter has a dependable maximum speed of 1/200th of a second. A built-in exposure meter will be found on top of the camera and a direct view finder. A clip is provided to receive any of several standard range finders. Here is a camera that will appeal to a large group of people.

Price	**$16.50**
Everready Case	**3.98**

HIRSCH & KAYE, *Distributors*

The Photo-Lab-Index

PHOTO-LAB-INDEX [illegible] and assembled within a practical and unique loose-leaf binder. Most [illegible]

PHOTO-LAB-INDEX [illegible] data and all recommended photographic procedures for the first time in authentic . . . uniform . . . complete . . . quick reference version.

PHOTO-LAB-INDEX [illegible] for their products by these manufacturers: Agfa, Dassonville, Defender, Dufaycolor, Dupont, Eastman Kodak, Habitz—in a uniformly standardized edition. No formula, no procedure has been changed or modified; but they are presented in a uniform version which is easier to understand, easier to compare with others, and simpler to convert into larger or smaller quantities. Most formulas are offered in units of 1 quart or 1 liter.

PHOTO-LAB-INDEX presents for the first time all procedures of all important manufacturers of photosensitive materials in one set for immediate use and classified according to requirements. Each formula is identified by its standard number in addition to its new PHOTO-LAB-INDEX Classification Code Number.

PHOTO-LAB-INDEX presents for the first time the New Time-Gamma-Temperature Development Charts for All Developers and All Film Emulsions (including the latest), usually processed by the Time-Temperature method. These Development Charts, prepared in cooperation with the laboratories of the various manufacturers of photosensitive materials give at a glance authentic and dependable information on time of development for any film to a desired contrast (gamma) at any temperature within the recommended range. Several hundred of these New Development Charts are offered in connection with the formulas to which they relate.

PHOTO-LAB-INDEX offers carefully edited information divided into 13 sections: in addition to the seven manufacturers named—Films, Filters, Illumination, Photographic Papers, Miscellaneous Information, and Weights and Measurements. The original set of Photographic Fact and Data Sheets [illegible]

PHOTO-LAB-INDEX is attractively priced at $3.50 in (U. S. A.) for the set, including an unique and practical looseleaf binder of glazed linen, strong and durable, designed for years of wear and permanent usefulness. The original purchase price includes two subsequent additional supplements, which will be mailed free of charge to every purchaser of record of the basic PHOTO-LAB-INDEX.

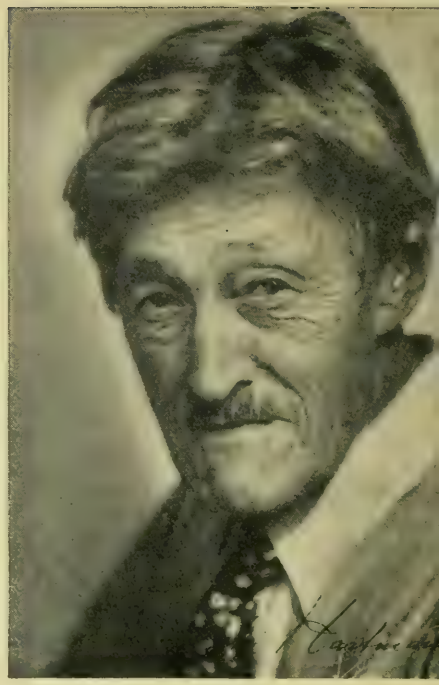
PHOTO-LAB-INDEX Quarterly Supplement, which will keep the set permanently up-to-date, will be available on a subscription basis of $1.00 per year.

[illegible]

Every photographer needs the PHOTO-LAB-INDEX. Never before has there been a book like the PHOTO-LAB-INDEX. It's one of the must books of the year. $3.50 for the set (Volume I) including special binder (in U. S. A.)

Hirsch & Kaye have it.

IF YOU WANT 1939 ORDERS YOU NEED A 1939 LENS





Lens-designing hasn't stood still. Wollensak's Velostigmat* Series II *f*4.5 incorporates modern advantages that will advance your artistry, help you get business.

●

True perspective to give individual heads fine modeling. Flat field for group shots. Speed when working with impatient youngsters. Optically correct for copying and enlarging.

Here's a whole studio supply of lenses in one. Write for literature and free trial offer.

*Reg. U. S. Pat. Office.

WOLLENSAK OPTICAL COMPANY
ROCHESTER, NEW YORK



WOLLENSAK WRITE FOR FREE BOOK

For 1939, Two Eastman Greeting Card Production Outfits Are Available

FOR the 1939 season, Eastman offers two Greeting Card Production Outfits. The No. 1 retains four of last year's most popular sentiments and designs and adds two new ones with colored seals to match. The No. 2 Outfit for French-fold cards also has a new sentiment and decoration for horizontal or vertical cards.

The No. 1 Greeting Card Production Outfit

This outfit, designed for flat cards, consists of two special masks, one for vertical and one for horizontal cards; two negatives, one including six sentiments for horizontal cards, and one including six sentiments for vertical cards; and one embossing form. Each mask has a 2 by 3-inch opening to include parts of a 2¼ by 3¼- or 2½ by 4¼-inch negative.

The Paper to Use

The mask is made for printing on 4¼ by 5½-inch paper. Doubleweight Azo paper, Grades E, G, or P, straight or deckle edge, is recommended. Grade E Azo is smooth, semi-matte white stock in six degrees of contrast. Grade G Azo is a fine grain lustre stock with natural white tint, available in four degrees of contrast. Grade P Azo is a fine grain lustre, old ivory stock in four degrees of contrast. Special de luxe greeting card envelopes of white or old ivory Azo paper stock are supplied with or without lining, and complete instructions for setting up, printing, and embossing the cards are enclosed with each Production Outfit.

The No. 2 Greeting Card Production Outfit

The No. 2 Outfit is for making the French-fold type of card and consists of two masks, one for vertical and one for horizontal cards, one sentiment for each, and an embossing form. In this outfit the negatives of the sentiments and decorative designs are attached to the masks and are ready for printing when the negative is placed in the mask. In both outfits space is provided for a negative to print the customer's name.

For the French-fold cards Eastman Ad-Type paper should be used. The paper size should be 8½ by 11 inches, which folds to give a 4¼ by 5½-inch card. The Ad-Type paper is made in six degrees of contrast.

Metal Foil Gummed Seals

To add the touch of color that some people wish on a greeting card, embossed gummed seals are offered to cover the initial letter or ornament which is a part of the sentiment. The seals are inexpensive and match the designs on the cards.

Kodak Greeting Folders

There should be a ready sale for this attractive French-fold type of folder, which anyone can use for making personal greeting cards. There is a 2 by 3-inch opening in the front fold, which permits one to place any print of suitable size back of the opening. The word "Greetings" and a sprig of holly

(Continued on Page 11)

New Leaflet Gives Complete "What, How" of G-E Photolamp Line

CONTAINING for the first time all pertinent data on G-E Mazda photoflash, photoflood, and enlarger lamps is an 8½ x 11 inch leaflet just off the press. Within its four pages are packed the answers to all the questions most frequently asked of General Electric engineers during the past year. It reveals salient facts pertaining to all the new photolamps introduced recently by the G-E lamp department.

The new leaflet—intended for all photographers using G-E photo lamps—is available through G-E photolamp dealers and the Lamp Department of General Electric at Nela Park, Cleveland.

Included in the leaflet are: a table giving complete official Weston ratings covering tungsten film speeds for use in determining exposure with G-E photolamps; pictures of the complete line of the 14 light sources available; curves showing time-light characteristics and spectral energy distribution; recommended uses of the various lamps; exposure tables for photoflood lamps covering a complete range of film speeds; a similar table for photoflash lamps including the new focal plane units No. 30, No. 31, and photoflash No. 75; diagrams showing settings for open and synchronized flashes; and, a "recap" table designed for quick and easy reference.

Sent on request to HIRSCH & KAYE, *distributors.*

Popular, Compact Fingerprint Kit

SPECIFICATIONS

Ink Roller—Composition rubber, 1 inch in diameter by approximately 3 inches long, mounted on bronze alloy handle with rests on both sides. Screwed in axle, making the roll interchangeable with handle.

Glass Slab—Plate glass 4 inches wide by 10 inches long. Satin finish edges and corners.

Fingerprint Ink—Especially ground ink for fingerprint work. Readily absorbent on cards or paper, reasonably slow drying on slab. Contained in collapsible tube, approximately 1 inch by 5 inches, and to contain not less than one ounce of ink.

Card Holder—Nickel plated parts to prevent rusting, mounted on oak base and suitable to hold regulation 8 inch by 8 inch F. B. I. fingerprint cards for all fingers and thumbs.

Above packed in substantial box. Size, 4⅜" x 3¼" x 10⅜".

Price—$6.00

Greeting Cards

(Continued from Page 9)

are embossed in gold on the front fold, and a suitable sentiment is printed on the inside, as illustrated.

List Prices

Eastman Greeting Card Production Outfit No. 1	$3.00
Outfit No. 2	3.00
Greeting Card Envelopes:	
Unlined, white or old ivory	
per 500	2.65
per 100	.90
Lined, white or old ivory	
per 500	4.15
per 100	1.30
Metal Foil Gummed Seals:	
Red-gold candlestick	
Blue-silver bell	
Red-gold initial M	
Blue-silver initial B	
Green-gold tree	
Red-silver Santa Claus	
Package of 100, one style	.30
Four or more assorted packages, each	.25
Kodak Greeting Folders, horizontal (B-H), and vertical (B-V), with envelopes, net per 100	2.50
in lots of 500, net, per 100	2.25

Metal Print Frames

We are now able to supply a very useful and much-needed accessory in the form of an all-metal print frame with maximum opening of 4x6 inches. Negatives from 10x15 cm. and smaller can be used. The back is hinged, the platten is felt covered and a suitable clear glass is included at the low price of 75 cents. Eagle masks for openings in various sizes are ideally suited for use in frames. An assortment of six popular-size masks can be furnished for 50 cents. We suggest you order and show frames and matts at combination price of $1.25 complete.

Comparative Weston Rating of Flood Lamps

In response to a letter of inquiry with reference to relative illuminating power of different lamps, we made a series of comparative tests of different lamps burned under like conditions and at uniform distance from the meter. Here is the result:

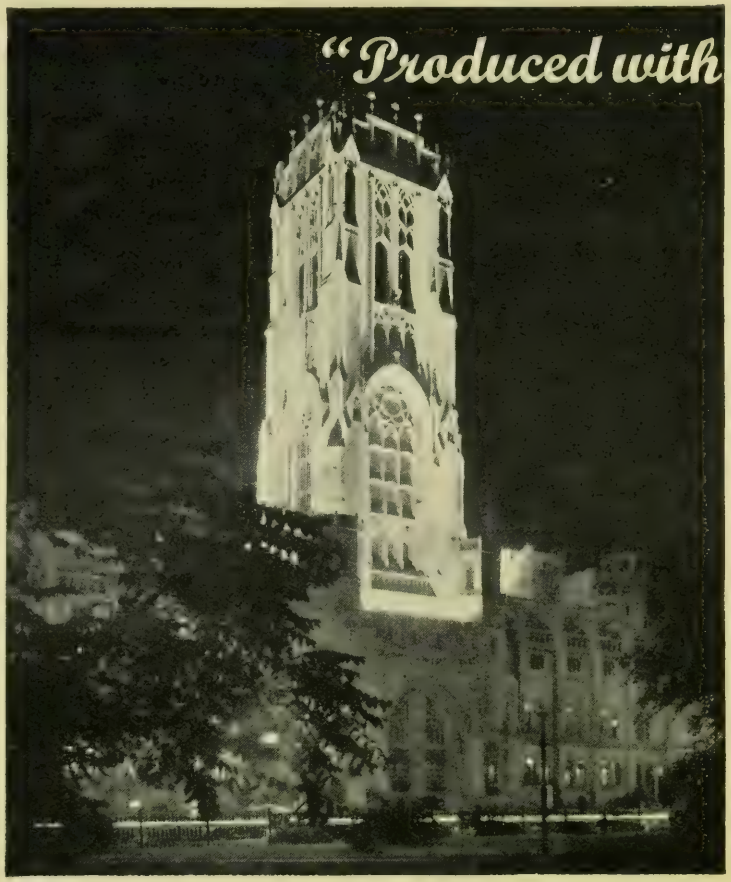
No. 1 G-E Photo Flood	16
No. 2 G-E Photo Flood	32
No. R2 G-E Photo Flood	40
5-hour Picture Flood	16
5-hour Filter Flood	8
10-hour Filter Flood	16

Mr. and Mrs. John Calvin Gordon of San Jose sent a wedding announcement and invitation to attend the marriage of their daughter, Doris Eleanor, to Mr. Albert Edward Herschbach. Mr. Gordon has been a photographer in San Jose for a number of years.

Optical Slide Rule

is now available, made especially for photographic use. With this rule, the photographer can obtain necessary information about lenses, focal lengths, magnification, and measurements. Made of stainless steel, and nicely finished, the Hyde Optical Slide Rule serves three definite purposes. It contains fundamental information, which shows how to figure focal lengths, image sizes, apertures, and diaphragms. It takes into consideration the focal length of the lens, the aperture used, and the depth of focus obtained from these facts to any magnification of the negative desired.

In addition, the rule contains conversion tables from Fahrenheit to centigrade, ounces to cubic centimenters, millimeters to inches, and grains to grams. The rule measures only 6½ inches in length, is only 1 inch wide, and sells at the low price of $1.50.



"Produced with Mallinckrodt Chemicals"

PICTOL* assisted in obtaining the detail in this excellent night photo of the Scottish Rite Cathedral in Indianapolis, Ind., taken by the W. H. Bass Photo Co.

"We use Mallinckrodt Chemicals exclusively" says Mr. Chas. C. Branson, Manager.

Made with an 8 x 10 Ansco View Camera, B. & L. Protar Lens, Stop F32. Exposure 15 minutes. Super-Sensitive Pan Film. Tank developed with PICTOL — Hydroquinone solution.

Photographers who have passed the "trial and error" stage will almost always be found to use Mallinckrodt chemicals as a standard.



Mallinckrodt

CHEMICAL WORKS

SECOND AND MALLINCKRODT STS., ST. LOUIS, MO.

70-74 GOLD ST., NEW YORK, N. Y.

CHICAGO PHILADELPHIA TORONTO MONTREAL

*Trade Mark Reg. U. S. Pat. Off.

Beaded Screens Are *Not* the Best

screens in all cases for average amateur use. Some years ago when the wattage of projection bulbs was considerably lower than it is today, Beaded *did* fill a definite need for a screen that would reflect light in such a way that the low wattage would be used to best advantage. But projection wattage has doubled and tripled. Average 16 mm. projection wattage today is 500 compared to yesterday's 250. This increase in wattage permits cinema fans to use a *modern* screen with none of the disadvantages of Beaded. Now . . . what *are* the disadvantages of Beaded Screens?

Viewed from directly behind the projection machine, a Beaded Screen shows a harsh, intensely brilliant image . . . in most cases *too* brilliant. The light being too intense for your eyes, you move slightly to one side. What happens? One side of the screen retains its brightness and the other side darkens so rapidly that only the highlights are visible. All the beauty of shadow detail is completely lost. This is a characteristic of Beaded Screens.

Tests performed by the Electrical Testing Laboratories of New York City on Beaded Screens now on the market indicate that if a Beaded Screen is viewed from an angle of only 40 degrees the screen is only 16 per cent as efficient as it would be if viewed from directly behind the projection machine. Many people of the audience view the screen at an angle of 40 degrees. For them the screen is only 16 per cent efficient. This loss of 84 per cent relative efficiency is one of the principal drawbacks of a Beaded Screen. But . . . not only has the efficiency decreased, but the *screen is unevenly illuminated.*

At the same time, the light reflected from a HAFTONE Screen viewed from the same 40 degree angle has decreased in effectiveness a mere 8 per cent. Not only is the screen still 92 per cent efficient, but it maintains an overall even illumination.

Beaded Screens reflect the harsh glare present in artificial light. HAFTONE filters out these harsh rays and reflects a diffuse, grainless image. Beaded fails to correct for the fact that artificial light contains a vastly different proportion of integral rays from sunlight. By a patented process HAFTONE reduces the number of objectional rays, reproduces color faithfully. Colored transparencies such as Kodachrome and Dufaycolor, when shown on HAFTONE, are definitely superior to those same pictures on Beaded.

Slightly modified, HAFTONE has been used for years not only in every theatre of the Loew Circuit but in many other leading theatres both in America and on the Continent.

If the projection wattage is low in proportion to the size of the screen . . . and if the viewing audience is principally on the axis of projection . . . then a Beaded Screen will fill your requirements. But if you want a screen that will bring out the best qualities in your negative . . . if even overall illumination, faithful color reproduction and durability are your requirements . . . then a Raven HAFTONE *must* be the answer to your screen problem.

HIRSCH & KAYE are distributors for Raven Screens.



Irvine Schnoor of Madera called on us during his vacation spent in San Francisco and at Treasure Island. We enjoy visits with our out-of-town friends, and are often enabled to keep in direct touch with conditions in various communities. We hope our readers will make it a practice to call at our office whenever in San Francisco.



for perfect movies

16mm. PRICES

PANCHRO SUPER REVERSAL: 50 ft. $3.25, 100 ft. $6.00. PANCHRO MICROGRAN REVERSAL: 50 ft. $2.50; 100 ft. $4.50. ORTHO REVERSAL: 50 ft. $2.50, 100 ft. $4.50. No additional charge for processing. Return postage of processed films prepaid.

Double 8 PRICES

PANCHRO SUPER REVERSAL, $2.25; PANCHRO MICROGRAN REVERSAL, $2.25; ORTHO REVERSAL, $2.00. These films are supplied in 25 foot lengths of 16mm. width, pre-scored to enable separation into two 8mm. width lengths. No additional charge for processing. Return postage of processed films prepaid.

These films are favorites with the serious cinematographer. He finds them easy to use in his camera—and most satisfying in *quality*. Fast speed gets the scene under unfavorable light conditions—and clear sharp register of action such as found in sports. The color balance reproduces a perfect black and white rendering of all colored objects. And—fine-graininess assures "theatre quality" projection. Processing laboratories are located all over the world thus giving the movie maker a prompt and efficient reversing service wherever he may be. As a suggestion to start the outdoor movie making season confidently and with enthusiasm we recommend these three films. Try them out and enjoy the thrill of making "perfect movies."

THE GEVAERT COMPANY OF AMERICA, Inc.

6370-72 Santa Monica Boulevard, Los Angeles

New York Boston Philadelphia Chicago San Francisco Toronto Montreal Winnipeg

WAR

---and Photographic Imports

EUROPE'S tragedy presents many questions to America and one in which we are especially concerned is the effect of war upon the supply of various photographic items heretofore imported. Many of us will recall the days of 1914-1918. What changes have taken place since then?

The principal items imported from Europe in recent years have generally been classified as cameras. This includes cameras, filters, Compur shutters, lenses, and various camera accessories, exclusive of film. Camera imports accounted for 66 per cent of all photographic imported shipments of 1937. At least three-quarters of this classification consists of 35 mm. precision cameras and small reflecting type cameras for pictures 2¼x2¼ and smaller

In 1937 imported shipments of cameras and parts from Germany were 95 per cent of the total received from Europe. These items represent a field where American production does not exist and Germany had a monopoly. From 1914 to 1937, the sale of German cameras and parts to the United States increased by 31 times. There are very few exposure meters imported from Germany, and we actually buy more British-made meters than German.

Prior to the World War, considerable part of our photo paper production was coated on German-made raw paper, although the Germans had no monopoly on the product. The war stopped shipments of paper, and American manufacturers adjusted their production to domestic stock. More recently, importation was resumed, and in 1937 the purchase of German paper stock uncoated, totaled almost one and one-half million pounds at an average value of 27 cents a pound. American chemists are sure they can duplicate German paper, but at an increase in cost and a resulting increase in the cost of the finished product.

Recent purchase of film from Europe has consisted mostly of private brands, principally Belgian, for distribution through wholesale chains, low price equipment, and specialized film for strictly scientific use. German films are thinner than American equivalents, and there actually is no German equal to many of our newer emulsions.

Chemicals may present a temporary difficulty, but not as serious as the Metol shortage of the days of 1914. Here it may be well to remember one of the contributing causes of the war. In order to live on a self-sufficient basis, a nation requires twenty-five basic commodities. These are available to the principal countries as follows: United States, 16; England, 18; Germany, 5; Italy, 4; and Japan, 3. What a nation lacks must be imported. While American chemists can produce almost any chemical, there are a few items of raw material not available in this country.

The difficulty in obtaining supplies from Europe will stimulate American ingenuity. It is our opinion that by 1940, three different manufacturers will be producing American-made cameras of the Rolleiflex and other popular European models.

Sussman Mounts wi

We have them in stock



AMBLER EASELS

Gray and Neutral—Slip-in Style—Skytone Coated Stock—Serrated Edge Underlay

This style is a combination of original design, quality lustre coated stocks, and fine craftsmanship. It's a remarkable value, and will effectively display your work. We do not hesitate to say that this will be a leader in 1939-40 Mounting styles.

Size	*Outside Size*	*List Price*
3x 5	5 3/8x 7 5/8	$7.00
4x 6	6 1/8x 9	8.25
5x 7	7 1/8x10 1/8	9.50
8x10	10 x13 1/2	16.00
10x 8 Group	12 1/2x11	16.00

For School Work, we have also made this style in a 2-piece easel, our Everett.

3x 5	5 3/8x 7 5/8	5.50
4x 6	6 1/8x 9	7.00

Boxed in 50's to 5x7, 25's 8x10 and 10x8. Samples on receipt of list price.



TEMPLE

A Large In-slip Mount
Cream

An embossed design on plain
tion size for Salon work. A h
frames your prize prints
Display a

Size	*Outs*
8x10	16
10x 8 Group	16
11x14	16
14x11 Group	16

Boxed in 25's of a size. Sa

HIRSCH

Distr

"Sussman Mounts Are Paramount"

l Aid Portrait Sales

• Order them direct



OUNTS

Exhibition Purposes—
de Only

th duplex stock in the regula
ome Mount that attractively
both Exhibitions, and
studio.

	$19.00
	19.00
	19.00
	19.00

s on receipt of list price.

& KAYE

tors



WINGATE EASELS

Gray and Neutral—Slip-in Style—Coated Stocks—
Serrated Edge Underlay

A pleasing modernistic design in regular sizes, to provide a new easel at economical price for your regular Studio work, as well as school work. This Style offers conclusive proof that an easel can be modern and not gaudy.

Size	*List Price*
[illegible]	$5.75
4x 6	7.25
5x 7	8.75
8x10	16.00
10x 8 Group	16.00

Boxed in 50's to 5x7, 25's 8x10 and 10x8.
Samples on receipt of list price.

"Sussman Mounts Are Paramount"

Announcing An Important New Eastman Product

KODAK PRECISION ENLARGER

NOT only an enlarger, but a precision instrument adaptable to many other branches of photography, such as: Copying in black-and-white or color—Making color-separation negatives—Photomicrography in black-and-white or color—Still-life picture taking—Double-extension bellows camera work—Ciné titling in color or black-and-white.

The Kodak Precision Enlarger provides the owner with photographic equipment which enables him to work with ease and convenience in five separate and distinct fields which have heretofore never been served so readily by one piece of apparatus. They are: Enlarging, Copying or Ciné Titling, Making Color Separation Negatives, Using the Bellows Assembly as an Independent Camera, and Using the Equipment for Photomicrography.

The combination for enlarging includes a Stand Assembly, Bellows Assembly, Condenser Head with Condenser, lamp and a Glassless Negative Carrier. With the addition of one of the six enlarger lenses, these parts form a complete enlarger. The lenses are all of F4.5 aperture, and are available in 2-, 3-, and 4-inch focal lengths. All have iris diaphragms. The Kodak Projection Anastigmat lenses are high-grade enlarging lenses intended for the usual run of amateur work. Also available are the Kodak Projection Ektar lenses, which are highest quality, fully color corrected lenses entirely free from astigmatism and intended for those workers who demand extremely high precision in both black-and-white and color. Condensers Nos. 2, 3, and 4 are to be used with lenses of 2-, 3-, and 4-inch focal lengths, respectively.

Negatives up to 2¼ x 3¼ inches in size may be accommodated; and glassless negative carriers for eight sizes in this range will be supplied. A Combination Negative Carrier of glass may be used with any one of nine sizes of masks.

A new Kodak Masking Paper Board, with a toggle spring device to hold the mask in the open position, will be sold as an accessory. Into three brackets built into the under side of the board, three Tilting Legs may be attached. The use of these Tilting Legs on the paper board enables the operator to change the perspective of the picture, correcting distortion or producing novel effects.



A Diffusing Disc in holder may also be attached under the lens to permit control of diffusion in printing.

An accurate print exposure judging method is made available through the Exposure Meter Bracket, supplied as an accessory. This permits the use of a Model 715 Weston Exposure Meter for determining printing time. The Model 650 Meter may also be used.

(Continued on Page 20)

RAVEN SCREENS

Now we offer two excellent lines of motion picture screens. We offer both the Da-Lite and Raven lines.

Raven screens have been in use as standard equipment in most of the leading theatres and studios for many years, and since the advent of "home movies" Raven's technical staff has applied its experience and knowledge, gained through the production of these high-grade screens, to the design and production of screens suitable for every kind of non-theatrical or so-called "home movie" projection, and they now produce the most complete line of projection screens that has ever been offered.

From the four different fabrics and eight types of mountings the discriminating movie enthusiast should be able to select the screen most suitable for his particular use. If in doubt, please advise us and we will be glad to help you solve your problem.

Standard Tripod Model

Constructed of strong but lightweight metal tubing. They can be easily and quickly set up for use, and when not in use can be folded into neat, compact units and easily carried about.

The standard model is so constructed that the height of the screen can quickly be adjusted to any position between the lowest and the highest. This adjustment of height is not limited merely to two or three steps, as is commonly the case with tripod models.



These models are attractively finished in dark "crackle" and are equipped with non-scratch rubber feet.

Size	White Opaque	Silver Tone	Crystal Beaded	Whitelite	Haftone
30″x40″	$14.00	$15.00	$15.00	$17.50	$20.00
40″x40″	19.00	20.00	20.00	22.50	25.00
36″x48″	19.00	20.00	20.00	22.50	25.00
48″x48″	24.00	25.00	25.00	27.50	30.00
39″x52″	24.00	25.00	25.00	27.50	30.00
52″x52″	29.00	30.00	30.00	32.50	35.00
45″x60″	39.00	35.00	35.00	37.50	40.00

HIRSCH & KAYE, *Distributors*

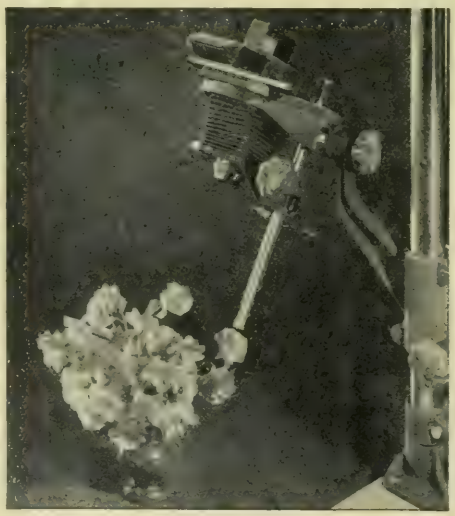
KODAK PRECISION ENLARGER

(Continued from Page 18)

Designed to be light tight, the enlarger permits color separation negatives to be made without danger of

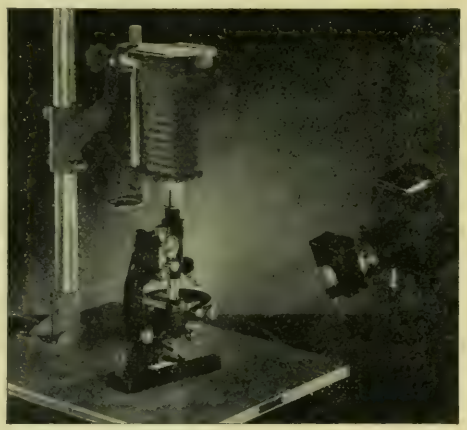


fogging film. Especially designed Kodachrome Transparency Holders, each including a gray scale and three identifying color filters, are available in both Retina and Bantam sizes. A



Tricolor Filter Holder, with gelatin film filters, fastens underneath the lens, through which three-color separation negatives are exposed.

By adding the Camera Back Adapter to the Bellows Assembly, a convenient double extension bellows camera accepting the 6.5 x 9 cm. Kodak Combination Plate and Film Holder is formed. This camera may be attached to the Stand Assembly for copying or, with the addition of the Tripod Adapter, may be mounted on any standard tripod for general use. It is also possible to attach any Kodak or Ciné-Kodak to the Stand Assembly for copying or tilting. Illumination on the baseboard is provided by two 60-



watt or 100-watt Mazda household lamps or two No. 211 75-watt Mazda Photo Enlarger lamps in the Copying Lights attached to the top of the inclined bracket of the Stand Assembly.

A Microscope Attachment, which replaces the enlarger lens and forms a light trap around the eye-piece of the microscope, permits photomicrographs to be made.

Prices on this enlarger and its accessories are on page 27.

LAMP DEALS

TO better enable camera shop owners to display and distribute the popular Super Flash and Super Flood Lamps, we are now prepared to supply two attractive combinations or deals. The deal or display consists of a suitably designed metal display rack and an assortment of bulbs.

P 132 large deal contains the following Super Flash Bulbs:

30—No. 0
36—Press 40
12—No. 1
12—No. 2

The following Super Flood Bulbs are included:

18—No. 1
12—No. 2

The total list value of these bulbs is $25.80, but the purchaser will then receive, without further cost, the metal stand and bonus of 12 Press 40 Lamps. Regular schedule discounts apply.

P 72 small display, intended for counter use, contains the following Super Flash Bulbs:

20—No. 0
12—No. 1
18—Press 40

The following Super Flood bulbs are included.

6—No. 1
2—No. 2

The list value of this assortment is $13.20, and buyer will receive, without further cost, 6 Press 40 Flash Bulbs and the display stand.

We urge the purchase of bulbs in this manner as each display unit becomes a silent salesman. The larger deal is intended for floor use and the smaller will find a place on your counter.

Reflectors For Auto Focus Enlarger

OWNERS of Eastman Auto Focus Enlargers who desire high wattage reflectors in place of the standard equipment originally received, may now obtain replacement equipment as follows:

Reflector Assembly for Eastman Auto Focus Enlarger or Projection Printer No. 1—including reflector, 400-watt lamp, sand-blasted glass, and reflector base $22.50

Reflector Assembly for Eastman Projection Printer No. 2—including reflector with ventilator, cord and socket, 1000-watt lamp, sand-blasted glass, reflector base, foot treadle and switch $48.00

These new units will enable you to rapidly produce enlargements on slower speed enlarging papers such as Veltura and Opal.

General Focal Plane Synchronizer

Owners of Graphic Cameras equipped with focal plane shutter will be interested to know that the camera can be equipped with a synchronizer that will permit the use of the curtain shutter with flash bulbs. The general focal plane synchronizer was recently used at speeds as high as 1/1800th of a second, stop F8, and excellent results were obtained with Panchro Press film. The synchronizer is built into the camera and all mechanism is streamlined and out of sight. It will be necessary to send the camera to us to be fitted. The price of the synchronizer and fitting will be $15.00, exclusive of battery box and reflector, which you probably have. If you do not have these accessories, the cost of supplying them will be added to the $15.00 charge, and we can then furnish one of several standard units.

Announcing . . .

Baby Brownie Special

A NEW model camera, producing negatives 1⅝x2½ inches and incorporating several new features in design, will be supplied starting September 10.

Sturdily constructed of tough plastic material with exterior metal parts of nickel, the camera has an optical direct-view finder molded into the body, and a meniscus lens. The Baby Brownie Special is unusually handsome in design and its white molded push-button shutter release and film winding knob add to the camera's striking appearance. It is provided with a braided handle fastened to the latches which hold the front of the camera to the case, and this handle acts in such a way as to safeguard against accidental openings of the latches when carrying the camera.

	List, Each
Baby Brownie Special, 1⅝x2½ Meniscus lens; fixed focus	$1.25

←❋→

No. 461 Baby Brownie Special Package

Ready September 10

Twelve Baby Brownie Special Cameras will be packaged in an attractive yellow-and-blue counter displayer, reproducing sample prints on the sides to illustrate the size and quantity of pictures produced with this new camera. Space is also provided for one of the cameras to be prominently displayed in such a manner as to minimize the danger of pilferage.

	List
No. 461 Baby Brownie Special Package (12 Baby Brownie Specials in dispenser)	$15.00

In lots of 12 packages ordered at one time.

With each assortment will be enclosed a post card which, when returned to Rochester, will entitle the sender to a Kodak Christmas Display Card to be sent direct, no charge, post paid.

No. 462 Eastman Christmas Assortment

The No. 462 Eastman Christmas Assortment is made up of ten popular fast-selling, low-priced cameras—each packed with a gay Christmas gift wrapping.

	List
6 Baby Brownie Specials	$ 7.50
1 Bullet	2.00
1 Kodak Bantam F8	3.95
1 Six-20 Bull's-Eye	2.75
1 Six-20 Brownie Special	3.75
Total	$19.95

←❋→

Kodak Greeting Folders

These new folders, 4⅜ x 5⅜ inches, have an embossed cut-out area to show a 2 x 3-inch portion of a photographic print. They are of a double fold type, with the word "Greetings" printed in gold, and with an appropriate sentiment printed on the inside.

Two styles will be supplied, and identified as follows:

B2V—(for vertical pictures)
B2H—(for horizontal pictures)

Kodak Greeting Folders, with envelopes to match, are packed in boxes of 25 of one style and are supplied in unbroken containers at net prices to dealers and others to whom we currently furnish such material.

	List, Each
Kodak Greeting Folders:	
B2V—Vertical	$ .05
B2H—Horizontal	.05

←❋→

Hangers Reinstated

Since discontinuance of the No. 2 Eastman Film Developing Hanger, 5 x 7, in 1934, there has been a continued demand for this hanger. Therefore, it will again be regularly furnished as follows:

No. 2 Eastman Film Developing Hanger, 5 x 7	$ .60

The Cause of War

THE inability of the human mind to determine, accurately and invariably, that which is right and that which is wrong; that which is fact and that which is not fact; that which is best and that which is not best. This is the basic cause of war.

The human instinct to fight by every conceivable means, rather than surrender an interest which justice, error, greed, passion, self-preservation or dishonesty leads us to believe to be vital. —(STOCKTON).

General Homer Lea, in his *The Valor of Ignorance,* told us, in part: "Investigation shows that whenever two nations have become engaged in warfare they have been for decades, and perhaps centuries, advancing on converging lines of self-interest and aggrandizement. When the contact takes place, the struggle for supremacy, or even survival, is at hand. As these lines approach one another, difficulties due to increasing proximity of interests arise between the countries and result in disagreements, the seriousness and frequency of which stand in inverse ratio to the distance at which they take place from the point of contact. When these lines meet, war ensues . . . No two nations or tribes of men move on parallel lines, though they may for centuries have the appearance of so doing."

←⁂→

For Sale

Ground floor studio in Santa Clara Valley. Established over six years. Fully equipped and modern, doing Portrait, Commercial, and Kodak finishing. An ideal location for man and wife. Offering great opportunity for expansion, depending on your competency and financial ability to take advantage of it. Owner leaving state. Price, $2,200; $1,200 cash, balance bankable collateral. Do not write unless able to meet sales condition.

Box 2383—THE FOCUS

Data Book

"Kodak Lenses and Shutters"

"KODAK Lenses and Shutters" is a 52-page booklet dealing with the design, properties and manufacture of Kodak lenses and shutters. Included in the text are sections on the history of photographic lenses, theoretical limits of definition, lens aberrations, circle of confusion, and depth of field.

The "Specifications" section of the booklet contains data intended for use in working with Kodak lenses. All data pertinent to any one lens are on the same page and include a cross-sectional diagram of the lens, attachment size, angle of view, field sizes, depth of field, and shutter data. A table of dimensions to assist in the mounting and use of lenses supplied as separate units is given also. This section contains a number of optical formulas for use in specialized work, such as small object photography and some projection set-ups.

While the information in the booklet deals specifically with Kodak lenses and shutters and Kodak manufacturing methods, much of the information is of a general nature and is applicable to all lenses.

Data Book—"Kodak Lenses and Shutters" ..... *List* $ .15

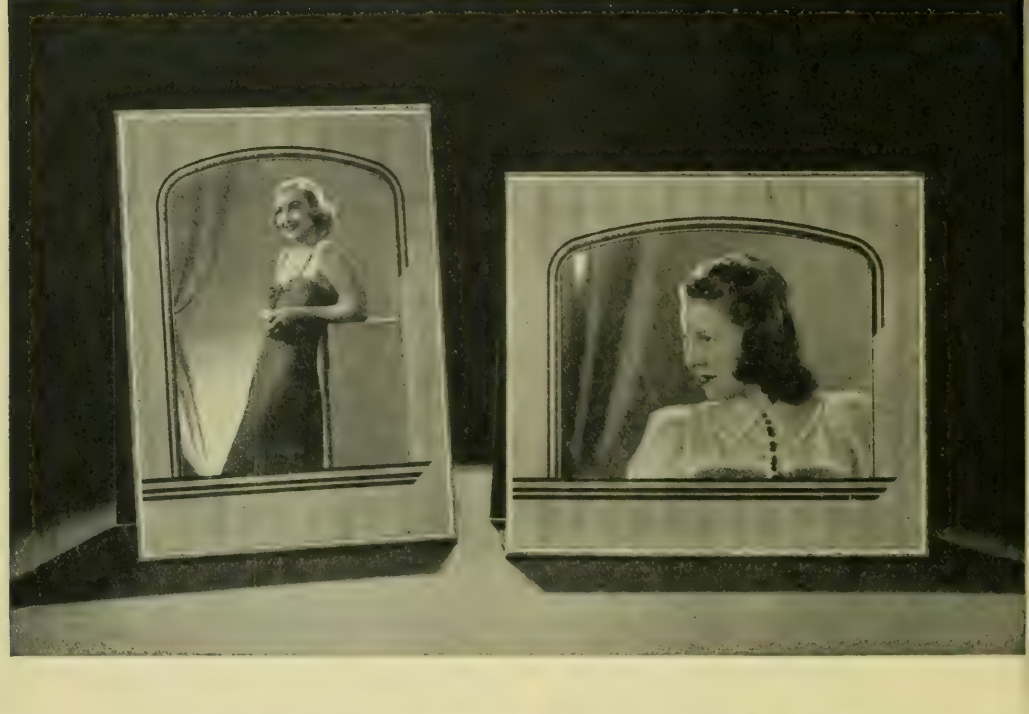
←⁂→

It was a pleasure to welcome **Miss Ganter** of the Ganter & Ganter Studio in Napa. She came to San Francisco to visit her sister and to see the Fair.

←⁂→

Mr. P. A. Brainerd of the Art Craft Photo Service in Grants Pass was a visitor incidental to his visit to the Fair. Mr. Brainerd operates a business which would be a credit to any community.

One of the New Fall Styles



THE MAESTRO

The decorative motif is a clever adaptation of the popular arched opening—in gray and silver, finished by embossing.

Made in all standard upright sizes, also 8x6 to 10x8 horizontal. The MAESTRO meets the demand in every studio for a general, all-around style. The small sizes will be school leaders—the larger sizes for wedding and family groups.

Your stockhouse salesman will be delighted to show you this style. For 8 cents we will send you a sample of the 4x6 size.

EASTMAN KODAK COMPANY

CHICAGO [TAPRELL LOOMIS DIVISION] ILLINOIS

Jerry's Corner



By Himself

I came in late one morning and Manuel says, "How is it you're late this morning?" "I overslept," I says. "What?" says Manuel, "Do you sleep at home as well?"

A wise guy, but I get even with him. Later in the day I asked him if a chicken three weeks old was too young to eat. "Of course it is," he answers, so I asked him, "How does it live?"

I'll tell you something confidential about him. Once when he was calling on his girl, the lights went out, and he spent the rest of the evening tinkering with the fuses.

We were talking about the war, when Schimmel, who used to be in the air corps, says to me, "I bet you don't know the difference between geography and biography." "Sure do," I says. "One is maps and the other is chaps."

Frank, the parcel post man, gave me a note for Bill Glass, who handles repair jobs in the office. He wanted Bill to be sure to get the message when he got back from lunch, so I put a pin through the note and fastened it to the seat of his chair.

He found it.

There is a shoe repair shop down the street, near Post, where I often watch the man work while Manuel thinks I am delivering packages. The man, who can't hear very well, was putting some different kind of soles on the shoes, so I asked him what he was using. "Hide," he says. "What?" says I.

"I said hide," says he, getting kind of mad. "What for?" says I. "Hide," he says, "the cow's outside." So I says, "Who's afraid of a cow?"

That reminds me—with winter coming on, and Thanksgiving a week earlier, I went to a sale to buy an overcoat. "Will this shrink when it gets wet?" I asked the man.

"Mine friendt," he says, "effery fire company downtown has squirted water on this coat and right here it is."

Somebody was telling me the last war was started by the munition makers.

If that is so, then this one was started by the drug people so they can sell more aspirin.

De Valera with his green shirts
Back against the wall,
Mussolini with his black shirts
Lording over all,
Hitler with his brown shirts
Headed for a fall.
Give me Mahatma Gandhi
With no shirt at all.

Before it's over, this war will get in mein herr.

—JERRY.

PHOTO SUPPLIES

You can buy anything you need from one dependable firm.

Try HIRSCH & KAYE *first*

WOLFF'S CARBON PENCILS

These pencils leave a dead black mark without lustre. An ideal medium for spotting black and white prints. In five degrees—H, HH, B, BB and HB. 20 cents each, or $2.00 a dozen. Grade 3B, 35 cents each, $3.75 a dozen.

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2 SIZES
12, 19 gallons

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The best by test.

Lighting Equipment

All standard lines.
Lamps for every purpose.

CONSULTATION INVITED
Budget terms if desired.

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PHOTOGRAPHIC GREETINGS

AND HOW TO MAKE THEM

A well prepared book of more than 80 pages, generously illustrated. A most timely aid in preparation of your Christmas cards. Contains additional suggestions for Birthday, Anniversary, Engagement, Bon Voyage, Easter, New Year cards, and cards for other special occasions.

Price . . . . . 75 cents

Mr. Staples of Chico was a welcome visitor, doubly so because of the refreshing stories he told us.

* * *

Mr. and Mrs. Hammond of Porterville concluded a several day tour of Treasure Island with a visit to our office. We would like to feel that these visits add to the enjoyment of the trip to San Francisco.

* * *

Mr. and Mrs. Ernest Forsmark of Turlock called while in San Francisco for a brief visit. It is interesting to discover how so many people think as we do about present-day events.

* * *

In permitting a customer to purchase any inferior product just because the price happens to be "right" may be the thing to do "at the moment"—but certainly not the way to establish confidence and build for future business.

RETOUCHER

COLONIST

Mail Orders Solicited

AUGUSTINE OTT

440 HYDE STREET SAN FRANCISCO

Kodak Precision Enlarger

(Continued from Page 20)

KODAK PRECISION ENLARGER (A1000) —for negatives up to and including 2¼ x 3¼ in., consisting of Stand Assembly, Bellows Assembly A, Condenser Head A with No. 2, 3, or 4 Condenser A, No. 212 Mazda Photo Enlarger lamp, and one Glassless Negative Carrier A, without lens

$67.50

Detailed list of component parts will be sent on request.

Bargain Lenses

This month we omit the usual pages of bargain lenses. Instead, we offer to send a much more detailed and complete list of bargain lenses available to anyone who may request this list.

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

Description and illustration of any article gladly sent on request.

8x10 Korona Film Holders, shop worn, but quite serviceable.
Bargain Price $2.50

8x20 Korona Film Holders in perfect condition.
Bargain Price $5.50

6½x8½ Eastman Film Holders in first class condition.
Bargain Price ..... $1.50 each

6½x8½ Eastman Plate Holders. Actually in stock.
Bargain Price ..... $1.00 each

6½x8½ #4 Combination Film and Plate Hangers.
Bargain Price ..... $0.40 each

B & L 11B Tessar F6.3 Lens in barrel. Fine for enlarging.
Bargain Price $25.00

14x20 Duo Chromium Finish Electric Glossy Print Dryer.
Bargain Price $7.00

Flash King Synchronizer for Kodaks and similar cameras.
Bargain Price $3.50

8x10 Century Universal View Camera with one film holder.
Bargain Price $49.50

Telescopic Metal Stand consisting of four sections with total height of 15 feet.
Bargain Price $12.00

Kodascope C, 16 mm., motor driven, Projector. Capacity 400 ft. reel.
Bargain Price $15.00

F & S 8x10 RB Enlarging Camera.
Bargain Price $32.50

Reis Professional Tripod with professional size tilting tripod top.
Bargain Price $25.00

Spencer Film Slide Projector for single frame 35 mm. film negatives.
Bargain Price, with case, **$30.00**

Argus Projection Printer. Looks like new.
Bargain Price $9.75

Kodak Mask Paper Holder for enlarging.
Bargain Price $12.00

Case for 3¼x4¼ Graflex D. Excellent condition.
Bargain Price $8.50

Rhaco Film Tanks for either 116 or 120 size film.
Bargain Price, either size..**$3.00**

Beattie Arc Spotlight with Stand. Has been used, but still quite serviceable.
Bargain Price $18.50

No. 3 Ideal Print Washer for 11x14 and smaller prints.
Bargain Price $10.00

Sterling Water Jackets for 5x7, 8x10 steel tanks. Serves as a third tank and equalizes temperature of inside tank.
Bargain Price $7.50

Stoneware Tanks suitable for 5x7 or 8x10 hangers.
Bargain Price $4.50

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering
Description and illustration of any article gladly sent on request.

Flood Spot Lamp on 5 ft. stand with casters.

Bargain Price **$7.50**

Pako Liberty Model Matte Print Dryer, fitted with new apron. This is a gas heated dryer with 110 volt AC motor. Fine for matte prints, photostat prints, and similar use.

Bargain Price **$60.00**

Pako Liberty Model Matte Print Dryer with new apron. This is an electric heated dryer in good condition.

Bargain Price **$120.00**

11x14 Crown Printer No. 2 in condition like new. This is an 11x14 table type professional printer.

Bargain Price **$52.50**

Grant Enlarger for 35 mm. Film. This enlarger is outstanding in efficiency and because of the cool working light unit.

Bargain Price **$36.00**

Zeiss Miraphot Enlarger with F4.5 Tessar lens and masking paper holder. This is an Auto focus type enlarger with capacity up to and including 3¼x4¼ negatives.

Bargain Price **$42.50**

Omega B. Enlarger for negatives 2¼x2¼ and smaller with F4.5 lens. Looks like new.

Bargain Price **$72.50**

Mendelsohn Universal Synchronizer, complete.

Bargain Price **$16.50**

8x10 Eastman 2D View Camera only.

Bargain Price **$29.50**

Elwood Miniature Enlarging Attachment. Will convert the 5x7 models to Miniature negative use. Readily attached.

Bargain Price **$9.50**

8x10 Ansco Universal View Camera with 5x7 Studio Sliding Back and 2½" Packard No. 8 shutter. Includes one each 5x7 and 8x10 film holders.

Bargain Price **$69.50**

5x7 Professional View Camera, without case. 15" bellows. Fine condition.

Bargain Price **$16.50**

Weston Model 650 Exposure Meter with case.

Bargain Price **$14.50**

3A Kodak with RR lens. Uses 3¼x5½ No. 122 film. Excellent for post card and scenic negatives.

Bargain Price **$4.50**

3A Kodak Special with range finder and B & L 11B Tessar lens. Excellent condition.

Bargain Price **$29.50**

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

8x10 Solid Black Background without floor cloth. This is a brand new background received in error and offered at

Bargain Price **$7.25**

DALLON TANKS

The Dallon tanks we offer are new stock and have capacity of twelve films or plates. Each tank is supplied with drain and spout, and we offer these new tanks at bargain price to equalize our stock because of numerous additions to the tank line.

45x107 cm., 25 ounce capacity.

Bargain Price **$4.50**

6½x9 cm. (2½x3½), 32 ounce capacity.

Bargain Price **$5.00**

9x12 cm., 60 ounce capacity.

Bargain Price **$6.00**

6x13 cm., 32 ounce capacity.

Bargain Price **$4.75**

10x15 cm. (4x6), 80 ounce capacity.

Bargain Price **$6.00**

2¼x3¼, 32 ounce capacity.

Bargain Price **$5.00**

3¼x4¼, 54 ounce capacity.

Bargain Price **$6.00**

4x5 and 3¼x5½, 75 ounce capacity.

Bargain Price **$6.50**

5x7, 128 ounce capacity.

Bargain Price **$8.50**

GREETING CARD MASKS

No. 1 Greeting Card Production Outfits (1938 sets) for 4½x5½ cards.

Bargain Price, per set..... **$2.00**

No. 2 Greeting Card Production Outfits (1938) for French folder cards.

Bargain Price,
while they last **$2.00**

Wilson Greeting Card Masks (1939).

Bargain Price,
while they last **$3.00**

Willo Greeting Card Outfit for various occasions (1938 sets).

Bargain Price **$1.75**

While the above sets were featured last year, there is nothing about them to indicate the year for which they were designed and it should be understood they can be used from one year to another.

There are several copies of popular magazines in the bargain room and we offer the following:

Camera Craft
May June July

The Camera
May June

Photo Art
June

American Photography
July

While they last, these books are offered at only **10 cents each.**



eal for News
nd Sports Photography

EASTMAN Super Ortho Press . . . more than three times the speed of Ortho Press . . . is the ideal film for news or sports photography. It has fine grain, excellent gradation quality, develops rapidly, is physically hardened, and may be inspected during development. Try it for better outdoor or indoor shots. Eastman Kodak Company, Rochester, N. Y.

ASTMAN SUPER ORTHO PRESS

OR BETTER COMMERCIAL OR NEWS PICTURES

Defender Photographic Products

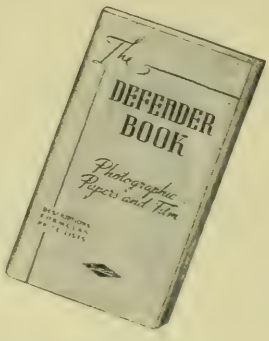
PAPERS
(Contact)

APEX
ARTURA IRIS
DISCO

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PAPERS
(Projection)

VELOUR BLACK
ILLUSTRO
VELTURA
BLACK & WHITE
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14 Varieties
for
Black and White
and Color

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COLOR PHOTOGRAPHY

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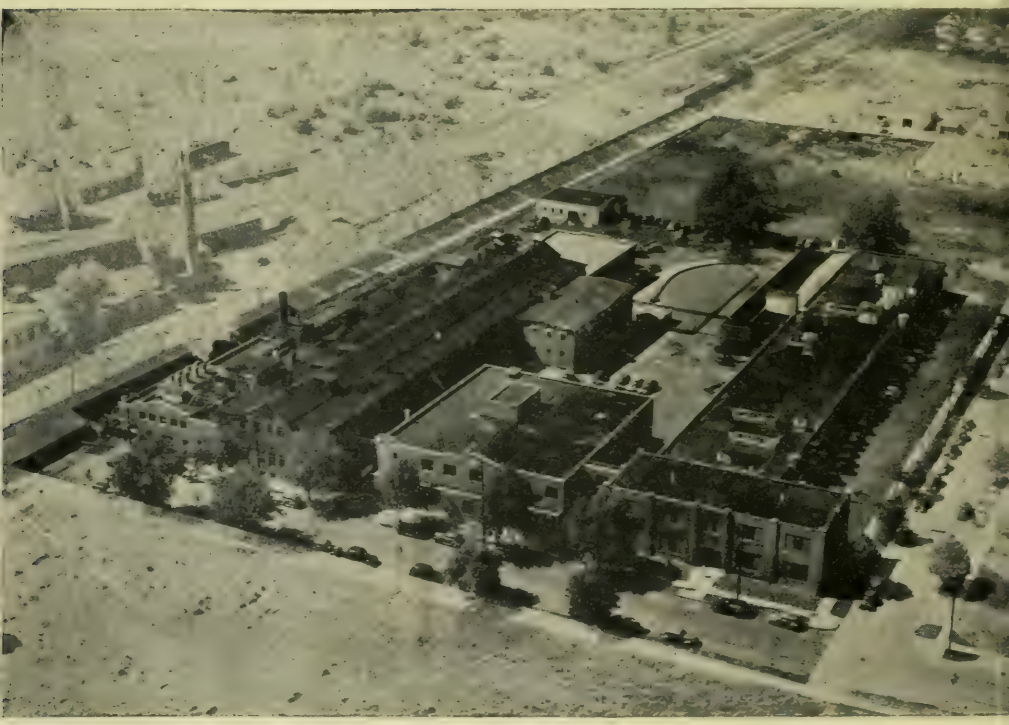
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THE FOCUS

Prepared and Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE
239 Grant Avenue, San Francisco

The Largest Independently Owned Photo Supply House in the West

VOL. XV OCTOBER, 1939 No. 10

INTRODUCING—



D. PERRY EVANS . . .

Mr. Evans is a native of Oshkosh, Wisconsin, a town often mentioned in conversation but not so well known. His middle name is obtained from his mother's maiden name, although at present we have not yet learned what the first initial represents. He lived on a farm near Oshkosh, and his early days were spent in the life of the average farm boy, particularly with reference to farming and dairying.

One of his early assignments was to deliver butter to customers in the nearby city, one of whom was a photographer, Mr. F. B. Dye. Interested in art and sketching, young Evans was persuaded by Mr. Dye to show his pencil sketches and to make a further study. The lad was sold on the idea of working in the studio during the Christmas season in order to study photography. He studied, but earned no salary. Later he attended normal school at Steven's Point, Wisconsin, and after school found employment in the commercial and portrait studio of Harry Lyman, where he made further progress.

He arrived in Portland early in August, 1904, with the intention of being on hand for the Lewis & Clark Exposition, scheduled for the following year. The morning after his arrival he found a position in a photographic studio, and has not had an idle day since. On September 22, 1907, he opened his own business, and remained in the same location until 1934, when he moved to his present ground floor location at 934 S. W. Morrison Street, Portland, Oregon.

Mr. Evans is well known to Pacific Coast photographers. In addition to active membership in the Scottish Rite and the Shrine, he has served in various capacities of photographic groups. He was president of the Pacific Northwest Photographers Association for one term and twice was secretary. He served four terms as secretary of the Portland Photographers Association, and was president for two years. He was likewise president of the Pacific International Photographers Association in 1925. In spare time he enjoys golf, flowers and gardening. Mr. and Mrs. Evans have a hobby, which both enjoy. They like to plan and build homes. They have planned and built three different homes in recent years and are always thinking of their next dream house. Visiting photographers who may be in Portland at any time will receive a cordial welcome at the Perry Studio.

Kodak Precision Enlarger

In THE FOCUS for September, we announced the Precision Enlarger, which, in our opinion, is the first serious attempt to increase the usefulness of enlarging projectors. Now we are glad to tell you that we can furnish a most interesting booklet, in which the possibilities of the new enlarger are well described.

REAP A HARVEST OF ORDERS THIS FALL



WITH *Gross* PHOTO MOUNTS

In studying ways and means to ring up *extra* studio profits this Fall, be sure to put Gross Photo Mounts right near the top of your list of sales helps. Their quiet elegance, their pleasing symmetry, their advanced design, and their basic appeal to what the public likes and will buy, are factors that have repeatedly demonstrated their ability to close more orders at better prices whenever they are featured.

If you've used Gross Mounts in your studio displays, in window trims, or in your sales work, you know their selling power. If you haven't used Gross Mounts *right now* is a good time to investigate the definite advantages they offer.



The new Series A-5 and A-6 Grossmount Phot Frames (for use with either glass or Kodaloid) a a typical example of how Gross helps you establis and maintain studio leadership with new and bett mountings. Write for Circular A-10-5 which full describes these new-style photo frames.

THE GROSS PHOTO SUPPLY COMPANY

1501 WEST BANCROFT STREET • TOLEDO, OHIO

Canadian Agents: W. E. Booth Co., Ltd., Montreal and Toronto

COSTS ARE UP

THE fact that many photographic items have or will be increased in price is likely to cause some confusion during the holiday season. Orders we now place with our numerous sources of supply are accepted without any guarantee as to price. If we need the goods, we must accept them at whatever the cost at the moment may be.

We ask photographers to remember this, for you may have been buying mountings of a given kind at a known price which may not be effective at the very time you need the greatest number. Some photographers have already received the bulk of their holiday mountings, and they enjoy sufficient price advantage by buying at the old price to pay them an attractive rate of interest on money invested at this time. We congratulate them on their foresight, and at the same time thank them, for these orders help to reduce the pressure we feel during early December. Readers of The Focus will be interested in the contents of a letter received from one of the larger mount manufacturers.

"Ten days ago, all mills that manufacture raw material entering into the manufacturing of photo mountings withdrew their prices, and we do not know what additional amount we will have to pay for raw stock, but we do know there will be quite an increase. Unfortunately, this condition caught us with a low inventory, because we have been trying to reduce it for eighteen months, and, when we had it just where we wanted it, about half of what we used to carry, this condition came. The only way mills will quote us now is for immediate acceptance. Some of the mills have already made increases, with an additional amount promised in the near future.

We will fill orders at our present prices up to October 10. Beyond that date we will have to quote on each order as it is placed. If you want to protect yourself for the future, please have your additional orders here by not later than October 10. After that date we will charge whatever the increase in raw material costs us, in addition to our present prices.

"Another thing we think you are entitled to know, is that about 80 per cent of the middle in the heavy board has been bought from Germany since the maritime strikes on the Pacific Coast. We have also been informed that the mills will not promise any shipment of raw stock now under 60 days, and longer if it requires more time to get their supply of raw stock. We think it would be insurance for you to place an order now to carry you through the balance of the year."

Sales Aids

In addition to the benefits derived from the display of Super Flash and Super Flood Lamps in "Deals" offered in this issue, we have a further announcement to make with reference to the sale of lamps to your customers. It is now possible to obtain window and counter display cards, newspaper advertising mats, envelope stuffers, and similar material, all of which is available without cost.

Studio For Sale

Ground floor studio on Main Street, Northern California town. County seat. Trading center for 12,000. Union High School serving 25 elementary districts.

Two railroads, roundhouse, gold mining, lumber, orange and olive industries, packing plants and canneries.

Retiring on account of age.

Box 2384 THE FOCUS

A COMPLETE SET OF LENSES



—ALL IN ONE

WOLLENSAK VELOSTIGMAT* SERIES II f4.5



Here's the lens that equips your one camera for five separate types of work. Wollensak's Velostigmat* Series II f4.5 has the needed speed for action shots —for working restless youngsters. True perspective for finely modeled portraits.

***FOR portraits - groups - children's photos commercial work - architectural - action shots copying - enlarging - landscapes**

Perfectly flat field for group photos. Optically correct for copying. And has created intense interest among those seeking finer enlargements. *Reg. U.S. Pat. Office.

Write for details of free trial offer!

24-Page Descriptive Lens Catalog, *Free!*

WOLLENSAK OPTICAL CO., ROCHESTER, NEW YORK



WOLLENSAK WRITE FOR FREE BOOK

Help

AGAIN we approach the time of the year when there will be an extraordinary demand for retouchers, dark room people, and others to take care of the holiday demand. With this in mind, we give publicity to the fact that such help is best obtained in Northern California through the State Employment Office, located at 154 Sansome Street, San Francisco. No doubt there are branch offices in other parts of the state, and it is quite possible for one office to exchange information with another. If you contemplate employment of temporary or permanent help at any time, we suggest you get in touch with the nearest State Employment Office.

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Fluorescent Lamps

There is considerable interest in the new form of lighting produced by Fluorescent tubes. In a general way, Fluorescents operate like Cooper-Hewitt or Neon Lamps. The difference is in the color, which has been corrected to approximate daylight. The tubes are filled with a gas and when charged with a high voltage, low amperage electric current, the heated gas produces the light.

A feature of the new light is the absence of heat, and broad distribution. We predict that several manufacturers will rush in to take advantage of what appears to be a new opportunity. Just whether many of these manufacturers have sufficient photographic background to understand the problems of the photographer is a matter of debate. We can assure you that the Johnson line of Fluorescent tubes, consisting of eleven different models, is made by a firm that has specialized on professional equipment for some time. If you would like more information about these lamps, write to Hirsch & Kaye for a copy of the new available catalog of Johnson Fluorescent tubes. The catalog is well illustrated with the new equipment.

Metal Cable Releases

PHOTOGRAPHERS who have been annoyed by destruction of cable releases of the regular type will be interested to know that we can now supply an improved form of cable release. The new release is protected by a Spiral wire housing in place of the old-style black cotton. The new releases cannot be kinked and will outlast many of the old style. We can supply releases threaded for compur shutters and others for various American-made shutters like the Wollensak.

6″ releases are priced at 85 cents and 8″ at $1.00. You will like these and we ask that you tell us the name of shutter and the length wanted when you order your release.

←⁂→

Enlarger Cover

Made of durable, non-cracking process silk, the Enlarger Cover was designed to give your enlarger full protection when not in use, thus assuring "good-as-new" condition all the time. Fitting the average enlarger dimensions, the cover is supplied with a grip-loop for pulling the cover off the enlarger in the most convenient way, without awkward fumbling, and draw-strings for binding the cover. In addition to offering protection against dust settling on the enlarger, the nature of the cover material gives proof against moisture and acid, sun's rays and heat temperature as high as 200 degrees. The material of which the cover is made may be stored in any climate or temperature for years without deterioration.

Size of Cover, 21″ wide; length 31½″. Price, $2.25.

←⁂→

It is estimated that 24 per cent of all amateur cameras sold during a year are sold during the month of December.



World's Fair Mural, 16 x 30 ft. by Asahel Curtis Photo Co.

"WE HAVE USED YOUR CHEMICALS

FOR HALF A CENTURY

and of course they contributed to the success of these exhibits. Perfect working chemicals are essential to the making of any such enlargements."—Asahel Curtis, Seattle, Washington.



Fifty years of loyal patronage does not come by accident. It rests upon the photo-purity and physical convenience of the chemicals. The Sodium Sulfite Anhydrous Photo, illustrated, is but a single example of the Mallinckrodt Photo-Purified Line. When ordering, emphasize MALLINCKRODT.

Mallinckrodt

CHEMICAL WORKS

2nd & MALLINCKRODT STS.
ST. LOUIS, MISSOURI

70-74 GOLD ST., NEW YORK
NEW YORK

CHICAGO PHILADELPHIA TORONTO MONTREAL

NEWS ITEMS

A display of prints made by **Ansel dams** was featured at the San Fran-sco Museum of Art for several weeks. ictures made by Mr. Adams are al-ways worth a visit, and we are sorry ne notice did not arrive in time to be sed in last month's number of The ocus.

* * *

Kathleen Dougan exhibited her ecent prints at an open house exhibi-on held at her own studio at 4488 einhardt Drive in Oakland. This ill be followed by an exhibition of er photographs of wild birds. An at-active and helpful folder made these nnouncements.

* * *

George Deacon, well-known pho-ographer, was in San Francisco for ufficient time to thoroughly visit the air. Mr. Deacon will be remembered y San Francisco photographers be-ause of his specialty for photograph-ng children.

* * *

James Roosevelt called on us inci-ental to a hurried trip to San Fran-sco. Mr. Roosevelt is a photographer n Red Bluff, and has more or less fun ith newspaper interviewers who find is name inscribed in hotel registers. Ve do not know if any relationship xists.

120,000 Pictures a Second

A camera that takes 120,000 pic-ures a second, the fastest in the world, as been announced by General Elec-ic Company. It uses 1,000 pinholes place of an ordinary lens and was vented to photograph the flashes that ccur when an electric arc is broken.

Listen In

Readers of The Focus are invited to une in on Station KYA at 7:30 each orning and listen to the Hirsch & Kaye World News Broadcast, which featured at that time.

Laboratory Aprons

In the oil silk apron, we offer a useful and much-desired article. In contrast to other aprons heretofore supplied, the oil silk apron weighs only two ounces and at no time is a handi-cap to the wearer. The material is transparent and chemical proof. The apron proper is 31″ long from the waist to the bottom, with a 10″ bib with neck strap. The edges are prop-erly taped, and tie strings are made of durable tape.

Price, $1.25

Stability

"During the period of 1914 to 1918, the price level of Eastman Kodak prod-ucts in the United States was kept practically constant. During the pres-ent war crisis, the Eastman Kodak Company will again use every effort to follow a similar policy, making changes in prices only when increases in costs make it absolutely necessary."

—*Statement by Eastman Kodak Co.*

Elkay's New Roto Tank

The latest addition to the Elkay line of tanks is the Roto tank, designed to receive twelve cut film or film pack negatives from 35 mm. up to 120 size. Loading is extremely simple, as each film is placed in its own slot. The tank can be purchased as a complete unit with reel for $3.50, or the Roto reel only for $2.00. The reel will fit the Barre Auxiliary tank or any other standard make of tank.

Eagle Mask Sets

The set consists of five fibre board masks, all with 4x6″ outside measure-ments and each with a die-cut opening for a standard size negative. The open-ings vary from one-half of vest pocket size to No. 116 (2½x4¼ picture size). Edges and corners are clean-cut and square, which is very important.

Price, per set.....50 cents

FOTO-SAFE

SMALL PHOTO ALBUMS

They Frame the Print and Store the Film



NO GLUING

NO MOUNTING

NO SOILING

NO CRACKING

The Foto-Safe is an attractive new type of album which protects your prints. Pictures are slipped in behind an opening which frames and displays them to best advantage. Foto-Safe albums are designed for standard size prints.

All Foto-Safe albums accommodate one print to a page except the Minicam size which has four to a page (160 in album).

No. 120 for 2⅜"x3⅜" prints..**$0.95**
No. 117 for 2⅜"x2⅜" prints.. **0.95**
No. 116 for 2⅜"x4⅜" prints.. **1.10**
Minicam for all 35 mm. prints..**$0.95**
Enlarged Minicams for 2⅜"x4" prints **1.10**
Album Ends, per pair.....**$3.00**

Fair Trade Schedule

There are so many items covered by the Fair Trade Agreement, that it is difficult for anyone to remember these items and the individual conditions that pertain to each. To help our friends quickly obtain the essential information about each product, and with special reference to the Fair Trade Act, we have prepared a list of Fair Trade items and schedule of discounts and restrictions.

A copy of the Fair Trade schedule will gladly be sent upon request.

Univex Prices Up

According to a notice received, there will be several changes in the price of Univex products. On November 1, the M29 Photo Flash Unit, formerly sold at $3.95, will sell for $5.00. Effective November 15, the following changes will take place:

	Old	*New*
P-83 Projector	$14.95	$16.50
P-82 Projector	18.70	20.25
P-81 Projector	19.70	21.25
P-80 Projector	13.75	15.30
PU-83 Projector	17.95	18.95
PU-82 Projector	21.70	22.70
PU-81 Projector	22.70	23.70
PU-80 Projector	16.75	17.75

←※→

Cancel the Ad

In a previous number of The Focus, we published an advertisement from Augustine Ott, who offered a retouching service. Miss Ott has moved from the given address and we are unable to locate her. We therefore ask that Focus readers pay no further attention to this particular advertisement until reinstated with a more permanent address.

←※→

West Coast Distributor

According to the terms of an agreement, recently signed and accepted, Hirsch & Kaye are designated as West Coast distributor for Dufay cut film and filters. We can also supply roll film and film packs of Dufay manufacture. Dealers are especially invited to communicate with us with reference to their local distribution of Dufay products.

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Agitators

While stability and steadiness are essential in enlarging and other processes, agitators have their own field of usefulness. One of the problems of tank development is the elimination of lines and marks on negatives, which are sure to result if the developing solution is permitted to become quiet and settled. The best way to keep the solution in motion is an agitator such as we offer in the Albert Agitator, and priced at only $3.95. This is an electrically operated appliance, which is now available to every owner of a developing tank of any kind.

If you sell tanks, you should sell agitators. It is not too early to suggest that an Albert Agitator, at $3.95, is an excellent suggestion for a Christmas gift.

←※→

Eastman Metal Trimmer
(New Style)

Construction of Eastman Metal Trimmers has been changed by the addition of a counterbalance spring to the handle. This spring holds the handle so that the blade is always in cutting position.

EASTMAN METAL TRIMMER	*List*
No. 10, 10-inch	$18.00
No. 15, 15-inch	25.00
No. 20, 20-inch	32.50

←※→

New Grades of Kodabrom Paper

In addition to the grades of Kodabrom Paper now supplied, the following are also available:

KODABROM, *Single Weight*—

Grade A (No. 1, 2, 3, 4) semi-matte, natural white.

Grade E (No. 1, 2, 3, 4) smooth, semi-matte, white.

KODABROM, *Double Weight*—

Grade R (No. 1, 2, 3) medium rough, lustre, natural white.

Grade S (No. 1, 2, 3) medium rough, lustre, old ivory.

These new grades will be supplied in the same sizes and at the same prices as other grades of Kodabrom Paper.

←※→

Tom Shoob of Modesto and his son were recent vistors in our office. Mr. Shoob's photographic activities now include a very completely stocked camera shop.



for perfect movies

16mm. PRICES

PANCHRO SUPER REVERSAL: 50 ft. $3.25, 100 ft. $6.00. PANCHRO MICROGRAN REVERSAL: 50 ft. $2.50; 100 ft. $4.50. ORTHO REVERSAL: 50 ft. $2.50, 100 ft. $4.50. No additional charge for processing. Return postage of processed films prepaid.

Double 8 PRICES

PANCHRO SUPER REVERSAL, $2.25; PANCHRO MICROGRAN REVERSAL, $2.25; ORTHO REVERSAL, $2.00. These films are supplied in 25 foot lengths of 16mm. width, pre-scored to enable separation into two 8mm. width lengths. No additional charge for processing. Return postage of processed films prepaid.

These films are favorites with the serious cinematographer. He finds them easy to use in his camera—and most satisfying in *quality*. Fast speed gets the scene under unfavorable light conditions—and clear sharp register of action such as found in sports. The color balance reproduces a perfect black and white rendering of all colored objects. And—fine-graininess assures "theatre quality" projection. Processing laboratories are located all over the world thus giving the movie maker a prompt and efficient reversing service wherever he may be. As a suggestion to start the outdoor movie making season confidently and with enthusiasm we recommend these three films. Try them out and enjoy the thrill of making "perfect movies."

THE GEVAERT COMPANY OF AMERICA, Inc.

6370-72 Santa Monica Boulevard, Los Angeles

New York Boston Philadelphia Chicago San Francisco Toronto Montreal Winnipeg

GEVAERT Acquires American Factory for Manufacture of Sensitized Photographic Products

THE Gevaert Company of America, Inc., a New York corporation, has acquired a factory of considerable size for the manufacture of the well-known Gevaert photographic products in this country. The factory is situated in Williamstown, Mass., and its site is of sufficiently large area to permit of future expansion.

The company expects that in a few months it will be able to supply American-made films and other sensitized materials. At present it operates as distributors for Gevaert Photo-Producten, N. V. of Belgium, with headquarters at New York and branches in Boston, Philadelphia, Chicago, Los Angeles and San Francisco. Film finishing operations are carried out on a large scale in New York, where also a modernly equipped cutting plant is maintained for the cutting and packing to commercial sizes of various types of photographic paper, supplied in full factory rolls by the Belgian company. In addition, three amateur movie film laboratories are operated in New York, Chicago and Los Angeles.

Several hundred people are employed in the combined locations, but it is anticipated that American labor in much greater number will be required by the new factory. Naturally, many of the unemployed in the communities in closest proximity to the factory will reap the benefit of this enterprise.

The Gevaert Company of America, Inc., has taken this step because of its desire to assure its American clientele not only of a continuity of supply in these difficult times but also in order to better serve the American trade by increasing its production facilities and bringing its source of supply closer to its markets

Superflash Lamps Are Mailable

WABASH Photolamp Corporation, Brooklyn, N. Y., informs us that their safety coated Wabash Superflash Photolamps have been tested by the post office authorities and approved for sending through the mails. Postmasters and other postal employees have already been notified by publication in the Postal Bulletin of August 17, 1939.

Wabash assures us that Superflash bulbs, as packed in their present corrugated sleeves, can safely be shipped parcel post anywhere, without breakage, if ordinary care is taken in packing. They recommend wrapping the bulbs in corrugated paper, especially when mailing only a few at a time, or packing inside a corrugated carton with a corrugated liner to fill up empty space in the carton and separate the bulbs from any other merchandise shipped in the same package.



PHOTOGRAPHIC GREETING FOLDERS

The "HOLLY" Christmas Folder (*upper illustration*) is made of a fine antique-finished paper, double folded to a four-page thickness with a cut-out opening 2⅞ x 5⅜ inches, suitable for ¼ of 5 x 7 or No. 120 prints.

The delicate "Holly" design on the cover is most attractive, yet so subdued as to be in good taste. An appropriate Christmas greeting is printed on the inside page. The envelope, measuring 4⅜ x 5⅛, exactly matches the folder. The price is remarkably low and permits excellent profits for the enterprising photographer and dealer.

No. 223—Vertical "Holly" - - - - $2.50 per 100
No. 323—Horizontal "Holly" - - - $2.50 per 100
(including envelopes)

The "EVERYDAY" greeting folder (*lower illustration*) same in dimensions as the "HOLLY", but suited for greetings every day in the year. The inside page has blank space to permit a written message.

No. 223—Vertical "Everyday" - - - $2.50 per 100
No. 323—Horizontal "Everyday" - $2.50 per 100
(including envelopes)

Both "HOLLY" and "EVERYDAY" folders are packed 100 to the box. Please be sure to specify whether vertical or horizontal is wanted.

THE GROSS PHOTO SUPPLY CO.
TOLEDO, OHIO

Standard Portrait Light Chart

Here is a product which was very popular only a few years ago, and then for some reason was discontinued. We are glad to announce that we can again supply the Standard Portrait Light Chart, priced at only fifty cents. We feel sure there are many readers of The Focus who will be glad to obtain the information and sugge tions so readily available with the aid of the chart.

Sun Ray Enlargers

We are glad to announce that we have arranged for Pacific Coast distribution of the Sun Ray line of enlargers and easels. While we have been distributor of the Sun Ray line for several years, we are especially proud of the line this year because of the six models, which make the line so complete. Starting with the Craftsman at $16.50, and intended for 2¼ x 3¼ negatives, the line includes the Miniature at $32.50, the Master Craft with F4.5 lens at $42.50, the Grant Jr. at $42.50, and the Grant Sr. (2¼x2¼) with F4.5 lens at $52.50. The Arnold Model A with F4.5 lens at $75.00 is an unusually well made enlarger, which will appeal to the most exacting photographer. The negative capacity of the Arnold is 2¼x 3¼ or smaller sizes. More detailed information will appear later.

THE SISTOGUN

A NEW, "non-braking" back shutter synchronizer for 3¼ x 4¼ and 4 x 5 Speed Graphics, called Sistogun, has been announced by The Kalart Co., New York. Sistogun operates on an entirely new patented principle, developed by Ernest Sisto, Wide World staff cameraman. In action, the first motion of the shutter shaft simply *moves away* from Sistogun, releasing it to fire the bulb. Since the movement of the curtain shaft does not "drive" the Synchronizer, there is no "drag" on the shutter at any time, even at the extreme 1/1000 second speed.

Sistogun fits snugly under the winding knob, and matches the Speed Graphic metal finish. It installs in a few minutes, with no holes to drill, and no alterations in the mechanism of the camera. Sistogun contains a built-in safety cut-off switch which makes accidental firing of bulbs impossible. It may be used with any Kalart battery case and reflector, or with battery cases of other manufacture that have provision for back shutter synchronizer connection. Price, $12.00. Made entirely in U. S. A. by The Kalart Company.

Improved Graphic Holders

A RECENT change made in Graphic Press Cut Film Holders and Graphic Press Plate Holders (products of the Folmer Graflex Corp.) in the 4 x 5 size will be of more than passing interest to users everywhere. These holders are now equipped with die cast aluminum cover plates that not only give added strength and durability to the holders, but better gear them for accommodating today's high-speed films.

The metal light sealing ribs on these holders, each an integral part of the metal cover plate, fit snugly into metal light-trap channels in the body of the camera in accomplishing this. This improvement, by eliminating a potential warpage point, will be especially welcomed by press photographers and all others who regularly use their equipment in all kinds of weather.

Appreciated?

A short time ago somebody broke the display case of Frederick & Burkett in Sacramento and removed a framed picture. The following morning, Frederick & Burkett displayed the following sign on the case:

> We realize . . .
> that the quality of our work is irresistible . . . but if the person who stole our display frame will kindly return the frame, no questions will be asked and he may keep the picture.

Bulk Film Loader

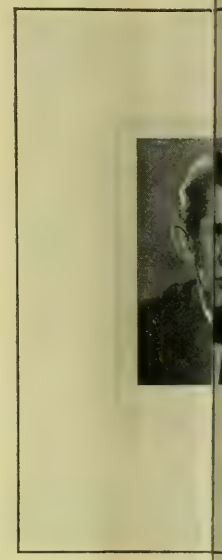
It is quite likely that a number of readers have 35 mm. equipment for which they purchase film in bulk and load their own magazines. It is now possible to obtain a convenient loader at the low price of only $2.95. Ask for a Bulk Film Winder and we will send an accessory that will save you a lot of time and patience.

If you mean to profit, learn to please.

Sussman Mounts wi

We have them in stock





TILFORD EASELS

Gray Shade Only—Coated Stocks—2-Piece Easel
—Slip-in Style

An economical attractively designed easel for your school work, and general studio work as well. The design is crisp and modern, the stocks tastefully selected and arranged.

Size	*Outside Size*	*List Price*
4x6	5⅝x8⅝	$5.50
5x7	6¾x9½	7.00

Boxed in 50's of a size.
Samples on receipt of list price.

TEMPLE

A Large In-slip Mount
Cream

An embossed design on plain
tion size for Salon work. A
frames your prize prin
Display

Size	*Ou*
8x10	
10x 8 Group	
11x14	
14x11 Group	

Boxed in 25's of a size.

HIRSCH

Dist

"Sussman Mounts Are Paramount"

ll Aid Portrait Sales

• Order them direct



MOUNTS

r Exhibition Purposes—
ade Only

oth duplex stock in the regula-
dsome Mount that attractively
or both Exhibitions, and
he studio.

Size	List Price
0	$19.00
0	19.00
0	19.00
0	19.00

les on receipt of list price.

& KAYE

utors



WINGATE EASELS

Gray and Neutral—Slip-in Style—Coated Stocks—
Serrated Edge Underlay

A pleasing modernistic design in regular sizes, to provide a new easel at economical price for your regular Studio work, as well as school work. This Style offers conclusive proof that an easel can be modern and not gaudy.

Size	Outside Size	List Price
3x 5	4¾x 6¾	$5.75
4x 6	5⅝x 8⅝	7.25
5x 7	6¾x 9½	8.75
8x10	10 x13½	16.00
10x 8 Group	12½x11	16.00

Boxed in 50's to 5x7, 25's 8x10 and 10x8.
Samples on receipt of list price.

"Sussman Mounts Are Paramount"

LAMP DEALS

TO better enable camera shop owners to display and distribute the popular Super Flash and Super Flood Lamps, we are now prepared to supply two attractive combinations or deals. The deal or display consists of a suitably designed metal display rack and an assortment of bulbs.

P 132 large deal contains the following Super Flash Bulbs:

30—No. 0
36—Press 40
12—No. 1
12—No. 2

The following Super Flood Bulbs are included:

18—No. 1
12—No. 2

The total list value of these bulbs is $25.80, but the purchaser will then receive, without further cost, the metal stand and bonus of 12 Press 40 Lamps. Regular schedule discounts apply.

P 72 small display, intended for counter use, contains the following Super Flash Bulbs:

20—No. 0
12—No. 1
18—Press 40

The following Super Flood bulbs are included.

6—No. 1
2—No. 2

The list value of this assortment is $13.20, and buyer will receive, without further cost, 6 Press 40 Flash Bulbs and the display stand.

We urge the purchase of bulbs in this manner as each display unit becomes a silent salesman. The larger deal is intended for floor use and the smaller will find a place on your counter.



P132 Lamp Deal

See front cover for illustration of P72 Deal.

Polaroid Glasses

For Sun Glare, Safe Driving and Winter Sports

POLAROIDS do what no other glasses do. They stop reflected glare. You see approaching cars better, no discomfort; white pavement lines easily visible through road glare. The view becomes sharp, clear, restful. POLAROID GLASSES are also recommended for beach wear, boating, outdoor summer and winter sports.

In serviceable composition frame, soft sheath case.

$1.95

In sturdy Ful-Vue frame, elevated sides for unimpaired side view, metal re-enforced temples, in hard case.

$3.75

Fitover Clips, for those already wearing glasses, fit right over your frames, fold into compact fabric pouch.

$3.00

No Shortage of Eastman Materials

THE Eastman Kodak Company's manufacturing operations in Rochester are not endangered by any shortage of materials on account of the war, employees were told last week.

Information posted on bulletin boards in the Eastman plants and office in that city showed that important materials, which came largely from Europe in 1914, are now produced in the United States.

"When war broke out in 1914," the bulletin for employees explained, "the company had to make frantic efforts to accumulate materials from abroad to sustain our manufacturing operations in Rochester. At that time, adequate supplies of the following important materials were available only by importation from Europe:

"Paper to be sensitized: mostly from Germany;

"Gelatin: mostly from Germany;

"Sensitizing dyes for emulsions: from Germany;

"Blanc fixe for surfacing paper: mostly from Germany;

"Glass for plates: from Belgium and England;

"Glass for lenses: mostly from Germany;

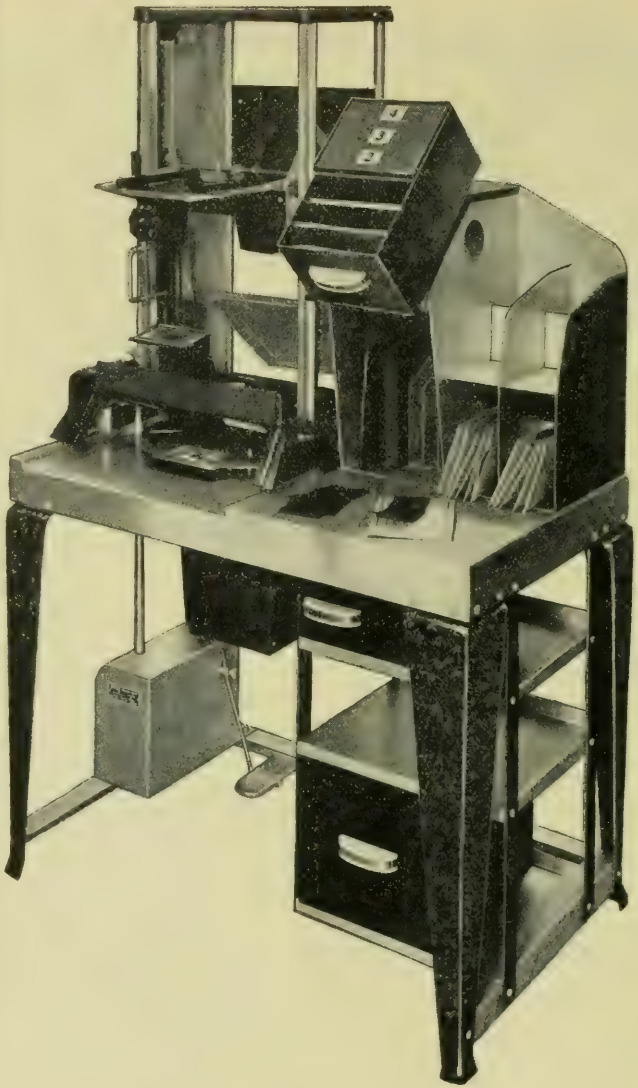
"Certain developing agents: mostly from Germany;

"Synthetic organic chemicals: from Germany.

"Persons working in departments where these materials are used will realize how serious any lack of them would be.

"BUT—the war in 1939 finds that situation completely changed: Kodak Park now makes all of its own paper for sensitizing . . . The gelatin we use in Rochester is now entirely supplied by Kodak Park and the Eastman Gelatine Corporation, Peabody, Massachusetts . . . The Kodak Research Laboratories now make the sensitizing dyes we need . . . Blanc fixe is now made at Kodak Park entirely from American materials...Film has very largely superseded glass since 1914 for x-ray, portrait, and commercial photography; but all the glass needed can now be obtained domestically. . . Increasing amounts of glass for lenses are being made in the United States; and we have on hand a good stock of such foreign optical glass as we do require . . . Our requirements for photographic developing agents are now supplied entirely by Kodak Park and the Tennessee Eastman Corporation . . . Kodak Park produces any synthetic organic chemicals we need and also sells organic chemicals to universities and other laboratories.

"THEREFORE—the management is able to inform the employees that our Rochester operations are not endangered by any shortage of materials that can be foreseen as a result of the war."



PAKO Oversize Printer

HIGHLIGHTS:

1. Takes any film negative up to 2¼x4¼, *or portions from even larger negatives.*
2. Enlarges to any image between 2¾x 3½ to 6x8. *Will make 5x7 image from Leica negative.*
3. Motor driven, with toe trigger control.
4. Lever-set automatic numbering device.
5. Automatic paper discharge.
6. F3.5 anastigmat lens in automatic focus.
7. Novel circular Negative Holder.
8. Surprising quality and speed.
9. Never overheats negative.

GENERAL DESCRIPTION:

Measurements: Width 36", Depth 21", Height 58".

The PAKO Over-Size Printer is all metal, with durable finish—easy to keep clean. Comes equipped with boxes for paper and compartments for masks and work envelopes. Set of regular masks is furnished. Special size masks made to order at reasonable cost. Everything is compact and conveniently placed.

List Price . . . . . $480.00 for 110 volt alternating current.

Detailed Catalog sent on request.



If You Make Pictures You Need the

Hyde Optical Slide Rule

The only Slide Rule which measures the depth of focus of lenses of all focal lengths. Contains five fundamental formulas pertaining to the optical use of lenses. Also converts from Fahrenheit to centigrade, ounces to cubic centimeters, millimeters to inches, grains to grams . . . and vice-versa.

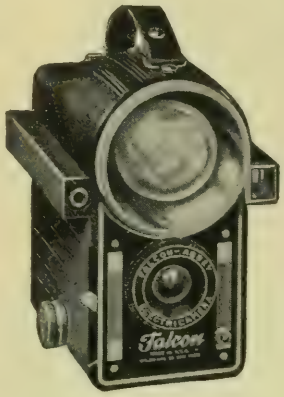
The Optical Slide Rule is made in America. It measures 6½" long, 1" wide, and ⅛" thick and is distinctly and accurately engraved on stainless steel.

$1.50 with case!



In stock at HIRSCH & KAYE

Falcon-Abbey Electricamera



THE FALCON ABBEY ELECTRICAMERA is the result of research by two firms that have specialized in synchronized photography. The Electricamera is a definite improvement over the Falcon Press Camera, of which thousands are in use, in that the Electricamera contains a real Abbey Synchronizer. Abbey Synchronizers are used by Press Photographers and others who must have positive results.

The feature of the Electricamera is that if no flash bulb is in the socket or if the bulb is not properly fitted or is defective, or if the battery is below strength, the shutter release button automatically locks. Perfect synchronization with the shutter is guaranteed. If the camera is to be used without flash bulb, for daylight illumination, a separate lever operates the shutter. The camera is easily loaded with No. 120 or B2 film, producing pictures 2¼x3¼". The camera is jointly guaranteed by the camera manufacturer, and by the Abbey Photo Corporation.

This camera, like the Falcon Press Camera, will be very popular with police officers and people who have a serious purpose in mind. It will also be popular with those who want a dependable and inexpensive synchronized outfit.

Price, with battery and four flash bulbs	$8.95
Carrying case No. 600	2.00
Large case, for camera and a supply of bulbs	3.50

Special prices to police departments, newspapers, and other users of groups of cameras.

"Collect" Messages

For some time we have been willing to accept telegrams and long distance calls sent on a collect basis. As so often happens, this privilege has resulted in abuse. We will therefore accept no telephone or telegraph messages that are not prepaid by the sender.

Do not misunderstand us. If, because of error or other reasons, you find it necessary to telephone or send a telegram, and we, on investigation, find that the fault is ours, we will cheerfully credit you with the cost of your message. This change in our policy is announced in order that we may continue to assume the cost of messages when the cost should be ours, but not be asked to pay for other messages.

A Boss Writes a Letter to a Salesman

Mr. Basil Feinbloom,
The Lobby—Hotel Statler,
St. Louis, Missouri

Dear Mr. Feinbloom:

Every time I write down "My dear Mr. Feinbloom"—I should write it "My expensive Mr Feinbloom." If your traveling expenses were your sales, and your sales were your traveling expenses, then your trip would be a success.

Received the orders you sent in from Kansas City. They must have been orders, because across the top of the page is printed "Order Book." You gotta go from Chicago to Kansas City on special fare trains to get that kind of business. My son Nathan is seven years old. God bless him: and at midnight, from the corner on 42nd Street, he could sell more shoes to Kansas City buyers than you did. And you send such orders in Air Mail. So soon as you charge the stamps, already we lose money on the business. And what has dust storms got to do with people wearing shoes?

To Kansas City we got to send you yet to tell us our lasts are no good. All winter we're heating the factory with your mistakes. Solly Winston of Yiffniff-O'Connell was in yesterday and said you promised him 2,000 pairs of our $3.90 line so he can sell them for $3.00. Do we have to send salesmen all over the country, sleeping at fine hotels and eating good food, to locate such chiselers? For a 5-cent subway ride I can sell all the shoes we make for 25 cents per pair more than you sell him. Besides, for 90 days we're sold up on these shoes without your help—which you would know if we could get it put on the screen at the moving pictures instead of trying to reach you with mail.

What's the matter you didn't get a better order from your very dear friend Thorkmorton Goldstein? Maybe he's mad because you only took him to five shows when he was in New York. Are these goods supposed to be put with the goods he didn't confirm last season, or should we keep a special section for the shoes he won't take this season? I'm glad all your buyers are not your pals—like this Pallsy-walsie.

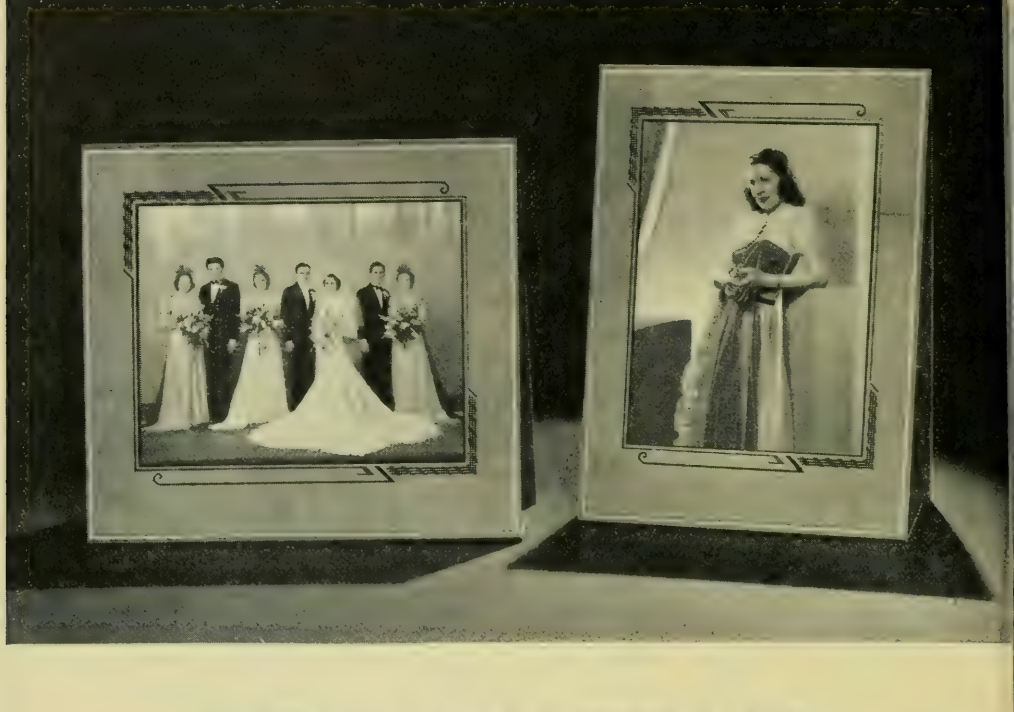
If your business don't improve, maybe the Aspirin people will help pay your expenses. You're getting lots of business for them right in this office. When we hired you we got a bargain: We got you and a headache for one price. Another thing, Rome wasn't made in a day, but that's no reason why it should take you three days to make Springfield. And don't write us that we ain't got judgment. Every time we think of you we realize you're right.

Yours truly,

WINTHROP GOLDFARB SHOE CO.

A New Style . . .

For the New Season



THE GOVERNOR

This mounter should prove your leader in easel styles for Fall business.

An up-to-the-minute design—cleverly brought out in embossed silver and black on Webcraft stocks.

You must see samples to appreciate what quality has gone into the making of this style—how moderately priced.

Have your stockhouse salesman show them to you. For eight cents we will send a sample of the 4x6 size.

EASTMAN KODAK COMPANY

CHICAGO [TAPRELL LOOMIS DIVISION] ILLINOIS

Jerry's Corner



By Himself

I was late again for work one morning, and Manuel wanted to know why.

So I told him I had squeezed too much tooth paste on my brush and had an awful time getting it back in the tube.

I had almost finished when I dropped the tube. That attracted the dog, who thought I was playing, and he grabbed the tube, with the open end in his mouth. In his hurry to grab it and get away, he squeezed it and got a mouth full of tooth paste.

That scared him and he started to run around the house with the tooth paste drooling down his mouth. My sister saw him, and not knowing what happened, she thought the dog was mad and started to scream. Just about the time I got her calmed down, our neighbor from next door knocked on the door and wanted to know if he could help.

By that time my Ma came up to the bathroom and said I could not leave the house until I had cleaned up the rugs, the floor and the furniture.

But that was not all. On my way to the store, running as fast as I could, a little fellow stopped me and begged for four cents. I said, "What do you want with four cents?" and he said, "A cup of coffee."

"Go on, a cup of coffee is a nickle any place." "But don't forget, Mr.," he answered, "I am Jewish and can get it wholesale."

Manuel thought that was a pretty good yarn for so early in the morning and forgot what he wanted to tell me, but Schultz, the truck driver, could not see anything funny in it. Did he have a grouch! Seems he was invited to a swell dance, Saturday night, but could not go because he forgot to renew his trucking license.

If you happen to be wandering around in Los Angeles, and see a light in somebody's basement, you will know he is manufacturing photographic gadgets.

Some people are as hard to figure out as a pin. They seem pointed in one direction while headed in another.

A lung specialist says that a man who sings at the top of his voice for an hour a day won't be troubled by chest complaints in his old age.

He probably won't even be troubled with old age.

I hate the guys
Who criticize
And minimize
The other guys
Whose enterprise
Has made them rise
Above the guys
Who criticize
And minimize
The other guys.

—JERRY.

PHOTO SUPPLIES

You can buy anything you need from one dependable firm.

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Special Price on Quantity School Work

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Complete Negative Alteration Service

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Prompt Service

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Phone GARFIELD 4621

STERLING TANK OUTFITS

SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output. Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



2 SIZES
12, 19 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
COMPACT
DURABLE
EFFICIENT

The best by test.

Lighting Equipment

All standard lines.
Lamps for every purpose.

CONSULTATION INVITED

Budget terms if desired.

HIRSCH & KAYE

Your Logical Source of Supply

Wratten Tricolor Filters

Wratten Tricolor Filters A, B, and C5, currently listed, are used for making color separation negatives direct from the object.

When making color separation negatives from Kodachrome transparencies, a Tricolor Set of Wratten Filters 29, 49, and 61, is recommended.

Each of these sets carries the following prices.

WRATTEN TRICOLOR FILTERS

Gelatin Film:	
2-inch	$ 1.00
3-inch	2.25
Cemented in "B" Glass:	
2-inch	11.50
3-inch	16.50
4-inch	25.50

Prices include matching and the leather case.

Kodak Infra-Red Film

Because of a demand for Infra-Red film in Kodak sizes, it will no longer be necessary to place orders in quantities of six or more rolls. For the time being no stock of Kodak Infra-Red film will be maintained in San Francisco, but any desired quantity can be obtained in about one week. Kodak Infra-Red film is subject to Fair Trade control and is available as follows:

No. 116—6 exposures	$ .50
No. 616—6 exposures	.45
No. 120—6 exposures	.45
No. 620—6 exposures	.45
No. 127—6 exposures	.40

Kodak Infra-Red film is also regularly available in No. 828 and No. 135 rolls.

Arrival

Readers who may recall the article on back orders, which appeared in The Focus for September, may be interested to know we have just received our first shipment of 5x7 Stainless Steel Trays. These were ordered from the manufacturer in April. Orders are invited.

Ace Hard Rubber Trays

PREVIOUSLY we announced Ace Hard Rubber Trays available in standard sizes and in 5x7 and 8x10 sizes marked for use with either Hypo or Developer. This identification feature has been much appreciated by amateur and professional photographers.

Now we learn that when the present stock is exhausted, all Ace Hard Rubber Trays will be supplied with uniform factory trademarks, so as to make all trays interchangeable. Promptly on the arrival of this notice, we placed an order for as many of the remaining trays as may be obtained, and while our stock lasts we will be able to supply the trays suitably marked for Hypo or Developer. We therefore urge our readers to take advantage of the condition of our stock and anticipate their needs for present and for holiday trade.

5 x 7 trays	60 cents
8 x 10 trays	90 cents

A New Fotoflat Product

At the urgent request of a number of dealers, the manufacturers of Fotoflat Dry Mounting Adhesive material have produced a special package, which will be popular with the box camera owners. The new package is labeled Snap-Shot-Stix.

Snap-Shot-Stix will retail at 10 cents a package, and is available in three popular snapshot sizes, 120, 116 and 122. The price will be 10 cents a package or three for a quarter. Dealers are urged to order Snap-Shot-Stix in sealed cartons containing 54 packages of equally assorted sizes and a compact handy counter display. Now is the time to feature albums, Fotoflat and Snap-Shot-Stix to take care of the accumulation of summer and vacation snapshots. The wise dealer will promptly place his order for individual packages or the complete dealer assorted carton.

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.
Description and illustration of any article gladly sent on request.

Eastman 15-inch All-Metal Trimmer. It is sharp and in good condition.

Bargain Price **$14.50**

Cine Kodak, Model 20, for 8 mm. film, fitted with F3.5 lens.

Bargain Price **$23.50**

Rubio 16x20 Enlarging Paper Easel.

Bargain Price **$12.75**

Quickset Easel for 11x14 paper. Excellent condition.

Bargain Price **$5.50**

Perutz Ultra Fine Grain Developer. Each package sufficient for 20 ounces.

Bargain Price per pkg..... **95¢**

Eastman Studio Double Reflector on stand.

Bargain Price **$15.00**

Beattie Portopan 4-Unit Lamp for Photo Flood bulbs. Includes stand.

Bargain Price **$37.50**

Agfa 35 mm. Process Printer for strip printing on perforated paper.

Bargain Price **$10.50**

Cine Kodak B with K.A. F1.9 lens and 78 mm. Cine Telephoto lens, with case for all.

Bargain Price **$62.50**

Korona Panoram Camera, 12x20. Camera has 22¾" bellows and includes a film holder. Condition like new.

Bargain Price **$65.00**

Zeiss Magniphot Enlarger, without lens, for 35 mm. film.

Bargain Price **$26.50**

B & W Exposure Meters and Diaries. Worth several times the bargain price for the photographic information these books contain. They are 1938 editions.

Bargain Price ..... **50¢** each

Pako Jr. Printer, rebuilt and in excellent condition.

Bargain Price **$42.50**

Mergon Cold Enlarging Lamp and auxiliary sufficiently large to cover 8x10 negatives.

Bargain Price **$18.50**

B & L Balopticon Slide Projector for standard 3¼x4 slides with extra carrier for 2x2 slides. Includes two lenses, one of 6" and one of 14" focus and is designed for use with 500-watt T20 lamp.

Bargain Price **$42.50**

Chromium Ferrotype Plates, 10x14".

Bargain Price ..... **40¢** each

Pako Stainless Film Clips in fine condition.

Bargain Price ..... **15¢** each

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering
Description and illustration of any article gladly sent on request.

GREETING CARD MASKS

No. 2 Greeting Card Production Outfits (1938) for French folder cards.

Bargain Price,
while they last **$2.00**

Wilson Greeting Card Masks (1939).

Bargain Price,
while they last **$3.00**

Willo Greeting Card Outfit for various occasions (1938 sets).

Bargain Price **$1.75**

While the above sets were featured last year, there is nothing about them to indicate the year for which they were designed and it should be understood they can be used from one year to another.

Pako Liberty Model Matte Print Dryer, fitted with new apron. This is a gas heated dryer with 110 volt AC motor. Fine for matte prints, photostat prints, and similar use.

Bargain Price **$60.00**

Pako Liberty Model Matte Print Dryer with new apron. This is an electric heated dryer in good condition.

Bargain Price **$120.00**

11x14 Crown Printer No. 2 in condition like new. This is an 11x14 table type professional printer.

Bargain Price **$52.50**

4x5 Korona View Camera with leather bellows, double extension, with case and one film holder.

Bargain Price **$32.50**

Thalhammer Motion Picture Tripod with tilt and pan tops. Looks like new.

Bargain Price **$21.50**

Ace Stainless Steel All-Metal Tripod for movie and small cameras. Excellent condition.

Bargain Price **$13.95**

Testrite Folding Flood Lamp Stands. Maximum height, 4½ feet.

Bargain Price ..... **$1.95** each

Testrite No. 10 Reflector with used 1,000-watt lamp and 6-ft. stand.

Bargain Price **$8.50**

5x7 Eastman 2D View Camera with 23-inch leather bellows. Includes case and one film holder.

Bargain Price **$45.00**

Zeiss Magniphot Lighting Attachment.

Bargain Price **$19.50**

4x5 Cycle Poco Camera with F7.7 lens, four plate holders with film sheaths, one film pack adapter, and case for all. Camera has 12-inch bellows.

Bargain Price **$19.50**

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

8x10 Korona Film Holders, shop worn, but quite serviceable.

Bargain Price $2.50

8x20 Korona Film Holders in perfect condition.

Bargain Price $5.50

6½x8½ Eastman Film Holders in first class condition.

Bargain Price ..... $1.50 each

6½x8½ Eastman Plate Holders. Actually in stock.

Bargain Price ..... $1.00 each

6½x8½ #4 Combination Film and Plate Hangers.

Bargain Price ..... $0.40 each

B & L 11B Tessar F6.3 Lens in barrel. Fine for enlarging.

Bargain Price $25.00

8x10 Century Universal View Camera with one film holder.

Bargain Price $49.50

Telescopic Metal Stand consisting of four sections with total height of 15 feet.

Bargain Price $12.00

Kodascope C, 16 mm., motor driven, Projector. Capacity 400 ft. reel.

Bargain Price $15.00

Mendelsohn Universal Synchronizer, complete.

Bargain Price $16.50

8x10 Eastman 2D View Camera only.

Bargain Price $29.50

5x7 Professional View Camera, without case. 15″ bellows. Fine condition.

Bargain Price $16.50

Weston Model 650 Exposure Meter with case.

Bargain Price $14.50

3A Kodak with RR lens. Uses 3¼x5½ No. 122 film. Excellent for post card and scenic negatives.

Bargain Price $4.50

3A Kodak Special with range finder and B & L 11B Tessar lens. Excellent condition.

Bargain Price $29.50

Beattie Arc Spotlight with Stand. Has been used, but still quite serviceable.

Bargain Price $18.50

Bargain Lenses

This month we omit the usual pages of bargain lenses. Instead, we offer to send a much more detailed and complete list of bargain lenses available to anyone who may request this list.



BETTER PRINTS

MAKE BETTER SALES

QUALITY in your portraits depends upon the ability of the print to reproduce the quality of your negatives. The majority of photographers use Vitava Opal because it reproduces the finest gradations of light and shade in rich and brilliant prints, with pleasing warmth of tone. Eastman Kodak Company, Rochester, N. Y.

VITAVA OPAL PAPER

FOR ENLARGEMENTS OF CONTACT PRINT QUALITY



TRI-X PANCHROMATIC

SOLVES THE SPEED-QUALITY PROBLEM

SPEED alone is not enough in modern commercial and illustrative photography. There must also be depth, gradation, modeling, fine rendering of flesh tones. Tri-X Panchromatic gives you speed plus these qualities. The unretouched illustration above is from an 8 x 10 negative, made with 14-inch Ektar lens, *f*/16, 1/75 second with front illumination of only 2 No. 1 Photofloods. Eastman Kodak Company, Rochester, N. Y.

TRI-X PANCHROMATIC

FOR EXTREME SPEED PLUS QUALITY

THE FOCUS

Published Monthly in the Interests of Professional Photography

VOL. XV NOVEMBER, 1939 No. 11



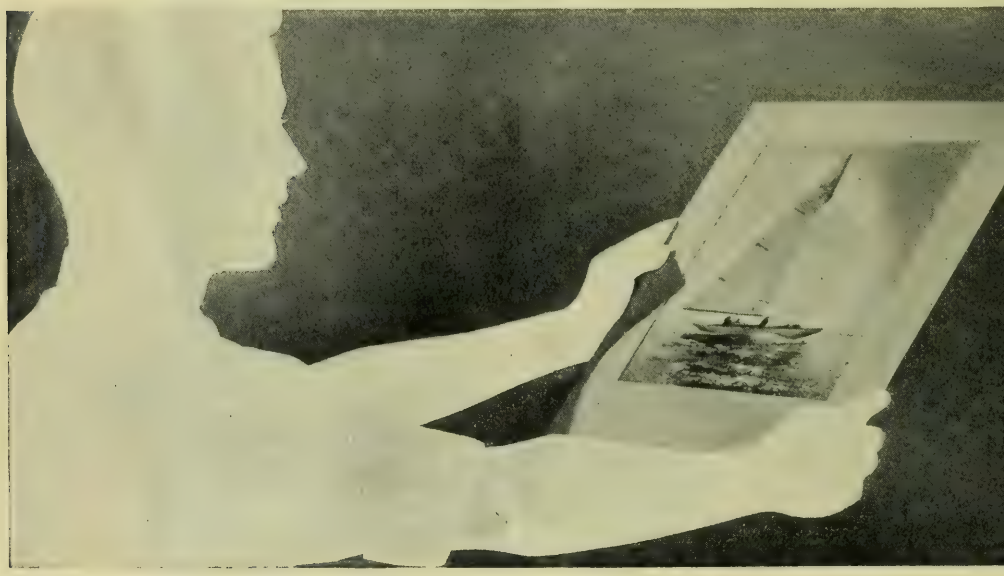
A Speed Graphic for Dad

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SAN FRANCISCO

You be the judge

Whether the pictures you take have to undergo the critical inspection of salon . . . or whether the only judges to whom they will be submitted are the frien visit your home . . . you can be certain of results that will be judged more fa when you standardize on Defender Film, Chemicals and Papers. You, yourself, the judge of that.



DEFENDER PAPERS

Defender Photographic Papers include a wide variety of surfaces, contrasts and sions for every type of print. Velour Black Enlarging Paper is noted for its lon range and comes in 25 surfaces — 8 of them in 4 degrees of contrast. Illustro is surface designed for enlargements in illustrative photography. Apex is a paper pr by amateur and commercial finisher alike for fine contact prints. 14 surfaces — m them in 6 degrees of contrast.

DEFENDER CUT FILMS

Defender Cut Film has long been favored by commercial and portrait photogr press photographers and serious amateurs. Nine types insure greatest flexibili adaptability to every subject.

DEFENDER TESTED CHEMICALS

Defender Prepared Developers and Tested chemicals are recommended for best with Defender Films and Papers. 55-D Prepared Developer, in several convenient s specially recommended for use with Velour Black.

Write today for complete descriptive literature on these products — or see your Defender dealer.

defender

PHOTO SUPPLY CO., INC., ROCHESTER, N. Y.

THE FOCUS

Prepared and Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE

239 Grant Avenue, San Francisco

The Largest Independently Owned Photo Supply House in the West

VOL. XV NOVEMBER, 1939 No. 11



CHARLES BRUCE HEMMINGER . . .

The name of this story could well be from photographs to nuts. Many photographers hope for a day when they can sell the studio and retire to a ranch. Charles Bruce Hemminger has done this without surrendering his photographic activity.

Mr. Hemminger was born in New ville, Pennsylvania, where his parents likewise were born. His boyhood days were those of the average American boy, but a desire to be a dentist was often expressed. Instead of working on dental plates, he developed an interest in photographic plates, and in 1900 opened a modest studio at Mercersberg in Pennsylvania. At the dawn of the present century, we find Mr. Hemminger in California, for in 1901 his name appeared on our books as a photographer in Hanford. Then he moved to Modesto and in 1908 opened a studio in Chico. There he remained until the present time, but meanwhile acquired a 27-acre ranch not far from Chico. Almonds are the special product of this ranch.

Mr. Hemminger is still active in photography, but coordinates the demands of the ranch or studio so as to permit him to be free to devote his time to the particular activity which at that season should have his attention. Between the studio, the ranch, and the Methodist Church, in which he is active, Mr. Hemminger finds plenty to keep him occupied, but he does find time to pursue his special hobby, which is fishing.

←⁂→

Be a good forgetter. Life is too short to remember that which prevents one from doing his best. The successful man forgets. He knows the past is irrevocable. He lets the dead past bury its dead. He is running a race. He cannot afford to look behind. His eye is on the winning post. Be a good forgetter. Business dictates it, and success demands it.

←⁂→

Do you fear the force of the wind,
The slash of the rain?
Go face them and fight them,
Be savage again.
Go hungry and cold like the wolf,
Go wade like the crane:
The palms of your hands will thicken,
The skin of your cheeks will tan,
You'll grow ragged and weary and swarthy,
But you'll walk like a man.

—*Hamlin Garland.*

←⁂→

Every day in the United States fire destroys 1,211 buildings. Of this number 931 are residences; 5 are schools; 5 churches; 15 hotel buildings; 6 department stores; 2 theatres; 8 public garages; 3 printing plants; 3 dry goods stores; 96 farm buildings and 137 varied building losses, which include groceries, markets and general food stores. *That is the average daily toll.*



PHOTOGRAPHIC GREETING FOLDERS

The "HOLLY" Christmas Folder (*upper illustration*) is made of a fine antique-finished paper, double folded to a four-page thickness with a cut-out opening $2\frac{1}{16} \times 3\frac{1}{16}$ inches, suitable for ¼ of 5 x 7 or No. 120 prints.

The delicate "Holly" design on the cover is most attractive, yet so subdued as to be in good taste. An appropriate Christmas greeting is printed on the inside page. The envelope, measuring $4\frac{3}{8} \times 5\frac{1}{8}$, exactly matches the folder. The price is remarkably low and permits excellent profits for the enterprising photographer and dealer.

No. 223—Vertical "Holly" - - - - $2.50 per 100
No. 323—Horizontal "Holly" - - - $2.50 per 100
(*including envelopes*)

The "EVERYDAY" greeting folder (*lower illustration*) same in dimensions as the "HOLLY", but suited for greetings every day in the year. The inside page has blank space to permit a written message.

No. 223—Vertical "Everyday" - - - $2.50 per 100
No. 323—Horizontal "Everyday" - $2.50 per 100
(*including envelopes*)

Both "HOLLY" and "EVERYDAY" folders are packed 100 to the box. Please be sure to specify whether vertical or horizontal is wanted.

THE GROSS PHOTO SUPPLY CO.

TOLEDO, OHIO

Don't Copy Citizenship Papers or Passports

IN our occasional reminders to readers regarding government documents that may not be photographed under the law, we have forgotten to include citizenship and passport papers. This was brought to our attention as the result of an article by R. A. Good, secretary of several Chicago, Ill., photographic organizations, in a recent issue of the International Blue Printer.

While this prohibition has always existed, no great amount of attention has been paid to it, but now, in view of conditions abroad and the importance of spurious citizenship papers or passports to persons engaged in espionage activities, it becomes a serious matter. The law, which dates back to 1909, reads: "Whoever shall in any manner cause to be printed, photographed, made or executed, any print or impression in the likeness of any such certificate or any part thereof, shall be fined not more than $10,000 or imprisoned not more than ten years, or both."

A prior section of the law indicates that this prohibition is intended to refer to any and all citizenship documents of the United States. This, through a recent ruling of the United States Supreme Court, is now broadened to include United States passports; the other documents being citizenship papers or certificates of naturalization. While the prohibition does not apply to similar papers of other countries, in the present state of the world, requests to copy any documents of this type should be regarded with some degree of suspicion, and before any such work is undertaken, the nearest consular office of the country from which the papers originate should be consulted.

(Professional Photographer)

"Cold" Light for Viewing Radiographs

NOW Eastman introduces an x-ray illuminator that provides light with practically no heat—the new Eastman Coldlight X-ray Illuminator. The illumination is more effective than that of older-type illuminators, and there is less eye-strain. Since the heat is negligible, there is no discomfort, even during close inspection or long periods of interpretation. Current consumption is less than that of a 4-watt lamp.

The light is supplied by two 15-watt, T-8, Mazda Daylight Fluorescent Lamps . . . the reflecting surface is especially designed for this type lamp . . . the viewing area is fitted with a readily removable, flashed opal glass. The combination provides bluish-white light of correct intensity, evenly diffused over the entire 14″x17″ illuminated area and free from glare.

The viewing area has rounded corners. Four spring-clip fingers retain dry radiographs; two bracket arms are provided to support developing hangers containing wet radiographs.

The new Eastman Coldlight X-ray Illuminator is designed so that it may be used on a desk or shelf, with the viewing area at a slightly backward angle, or mounted in a wall; over-all depth is only 5″. Construction is all-metal. Finish is slate grey. Price, with two lamps, is $40.00.

Additional Paper Sizes

In addition to the numerous sizes in which Eastman papers are listed in various catalogs and publications, we now announce that 10x16 and 11x17 have been added. These papers are available at proportionate prices in packages of one dozen to 250 sheets and a detailed list and price schedule will be sent to anyone who may want this additional information.

"Mallinckrodt Chemicals . . . . . Since I Have Been in Business"



Says MR. ALBERT E. BRESNIK
HOLLYWOOD, CALIF.

Dramatizing United Air Lines' slogan "Coast to Coast," this photograph by Albert L. Bresnik, of Hollywood, California, characterizes the spirit of air travel. Says Mr. Bresnik in a recent letter: "I have been a user of Mallinckrodt Chemicals for as many years as I have been in business." Like all photographers interested in the highest quality of results, he has learned to depend on Mallinckrodt Chemicals. They are dependable, always uniform in action, and are physically as well as chemically perfected. Specify Mallinckrodt on *your* next order.



LIGHTING: Two No. 4 Photofloods in Vitachrome Diffusion Lamps. Left light 1 ft. higher than image. Right light on even plane with subject. Camera: Agfa 11x14 Studio. Exposure 1 sec. Lens stop 22, Wollensak Vitax 16". 8x10 negative.

Mallinckrodt
CHEMICAL WORKS
SECOND & MALLINCKRODT STS., ST. LOUIS, MO.
70-74 GOLD ST., NEW YORK, N. Y.
CHICAGO - PHILADELPHIA - TORONTO - MONTREAL

Federal Trade Commission Names Six in Alleged Press Photo Racket

THE Federal Trade Commission is continuing its efforts to rid the photographic profession of firms attempting to obtain portrait sittings on the basis that they have a connection with the news photo syndicates or the newspapers. We quote the following from an F. T. C. release dated September 24, 1939- No. 3898:

"National Press Photo Bureau, Inc., Kay Hart Studios, Inc., Bolivar Studios, Inc., and Samuel F. Reese and Clara L. Reese, both officers of National Press Photo Bureau, Inc., and Kay Hart Studios, Inc., all of 509 Fifth Avenue, New York City, were charged, in a complaint issued by the Federal Trade Commission, with misleading representations in the sale of photographs.

The respondents allegedly represented that National Press Photo Bureau, Inc., is connected with leading newspapers of the United States; that it represents local newspapers and has a following throughout the country; that the respondents are obtaining photographs for their files, and furnish the photographs to the press. Acting under such representations, the complaint continues, the respondents or their agents procure permission to photograph members of the purchasing public and subsequently attempt to sell them the finished photographs.

"In truth, the complaint alleges, none of the respondent corporations is a news or press photographic agency, nor are the photographs taken by them for distribution to the press, the purpose of the respondents being to sell photographs to members of the purchasing public.

"It is also alleged that through the use of the name National Press Photo Bureau, Inc., the respondents imply a connection with the United States to a nation-wide extent, when such is not the fact. Twenty days are granted the respondents for filing answer to the alleged violation of the Federal Trade Commission Act."

(Professional Photographer)

Care of Black Ferrotype Plates

The several orders recently placed with the factory for japanned Ferrotype plates reminded us that many of these plates are in use. We therefore submit the following suggestions in order that users may obtain maximum satisfaction.

Do not keep these plates in any cellar, no matter how dry it may seem. The plate should be kept in a dry place.

Do not wash the plates with hot water. The effect of hot water is to crack the enamel and dull the lustre or polish.

Do not use direct heat or excessive heat in drying, as this will crack and burn the enamel from the face of the plate.

To clean, use a soft cotton cloth and a little alcohol or a recognized cleaner like Ferrolene. Control the drying heat so that it does not exceed 150 degrees F.

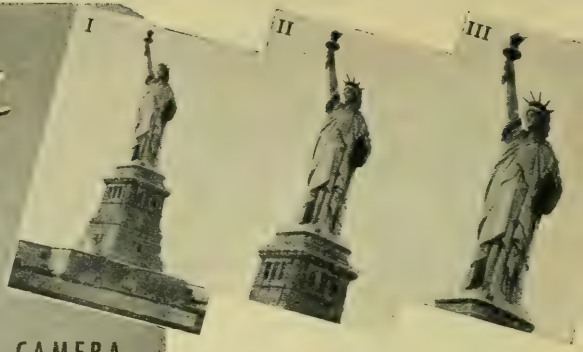


Johan Hagemeyer, well-known photographer of Carmel, was a recent visitor in our office, incidental to a trip to Treasure Island where he was called upon to judge some prints. Some of Mr. Hagemeyer's prints were on display in the Fine Arts Building.

3 Views

WITH 1 LENS

WITHOUT MOVING THE CAMERA





● You have a choice of three different sizes of image when you're set up for a shot with a Wollensak Series Ia Velostigmat* Convertible Lens. Photo No. I—with Doublet. Photo II—with Rear Element alone. Photo III with Front Lens only—all from same position. ● Virtually three fine anastigmat lenses in one, Series Ia gives large images—fine perspectives—grand telephoto effects. Single element and doublet fully corrected. Negatives are clear, sharp. *F*6.3 to *f*7.7. You'll want one often this Fall. Get it now.

**Reg. U. S. Pat. Office.*

★ WRITE FOR FREE BOOK

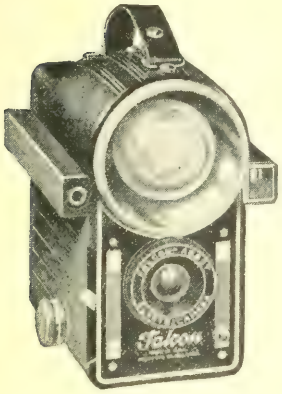


WOLLENSAK

WOLLENSAK OPTICAL COMPANY

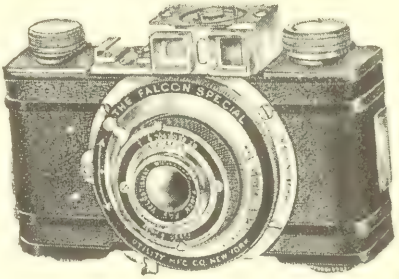
ROCHESTER, NEW YORK

Falcon-Abbey Electricamera



These new cameras are now available from stock. The very large number of advanced orders written for the Falcon Press Camera when announced early this year, is an indication of the popularity of this type of camera. The Abbey Snychronizer installed in the newer model is your assurance that the cameras are dependable and are accurately timed. Any possible hesitation which may have existed in the past is now definitely removed, and we suggest the Falcon Abbey Electricamera as one of the most desirable items for the holiday gift season. Cameras list at $8.95, and we can furnish cameras and cases from stock.

Falcon Special

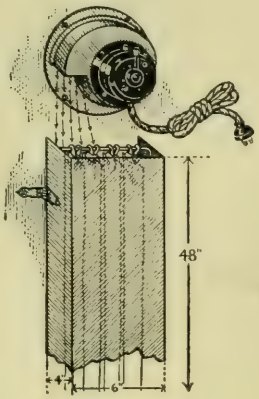


The Falcon Special Camera is destined to be one of the most popular in the inexpensive Miniature camera group. It will produce 16 pictures on a roll of 127 film, which is rapidly becoming the popular Minicam size. The camera is equipped with an F4.5 Wollensak lens and the shutter has a dependable maximum speed of 1 200th of a second. A built-in exposure meter will be found on top of the camera and a direct view finder. A clip is provided to receive any of several standard range finders. Here is a camera that will appeal to a large group of people.

Price	$16.50
Everready Case	3.98

HIRSCH & KAYE, *Distributors*

Winter or Summer—
Fresh Air Is Essential



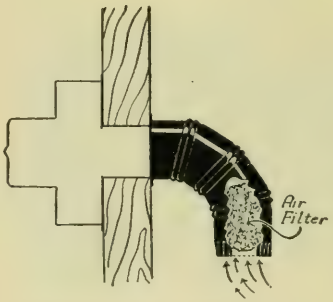
NUMBER 1

• Darkroom • Air Conditioner

This unit consists of a nationally-known brushless motor operated on 110 volt current, consuming 60 watts, operating a quietly running blower with capacity of 100 cubic feet of air per minute. When used in connection with light trap (illustration No. 3), it is entirely light proof.

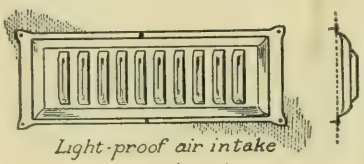
Illustration No. 1 shows the blower mounted on the inside of a dark room and discharging air into a film dryer. For maximum ventilation, we suggest mounting the blower on the outside of the dark room near the top and a light-proof air intake (illustration No. 4) at the bottom of the opposite wall.

The light-proof air intake measures 7½x17 and is actually light proof. All installations are easily made.



Application of blower to wall or door

NUMBER 3

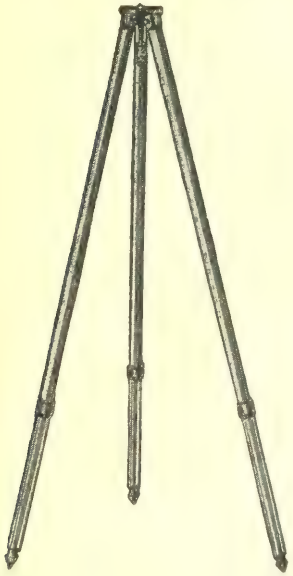


Light-proof air intake or exhaust

NUMBER 4

	Prices
Blower (No. 1)	$12.50
Film Dryer	2.75
Light Trap with Filter (No. 3)	1.00
Light Trap (flat) (No. 4)	1.00
Floor Switch	2.50

SUNRAY TRIPODS



ALL METAL, Two Section, No. 7

For durability this Sun Ray Steel Tripod has No Equal—its sleek shining telescoping 2 sections are machine finished fine steel all chrome plated—lock-tite grips to hold extension legs rigidly in place. Folds to 32 inches—extends to 5 feet.

Price—$7.00

ALL METAL, Three Section, No. 7A

This tripod is built exactly like No. 7 but has 3 sections and folds to 24 inches. Extends to 5 feet.

Price—$7.50



ALL METAL, ALMINUM, No. 8

A rigid, durable, lightweight tripod—weighing only 4 lbs. Capable of many years of satisfactory service. . . . Features 2 sections, suction non-slipping reversible legs, lower section being pegged on one side and rubber on the other. Convenient for indoor or outdoor work. Chrome plated die cast top and fittings. Measures 33" folded. Extends to 5 feet.

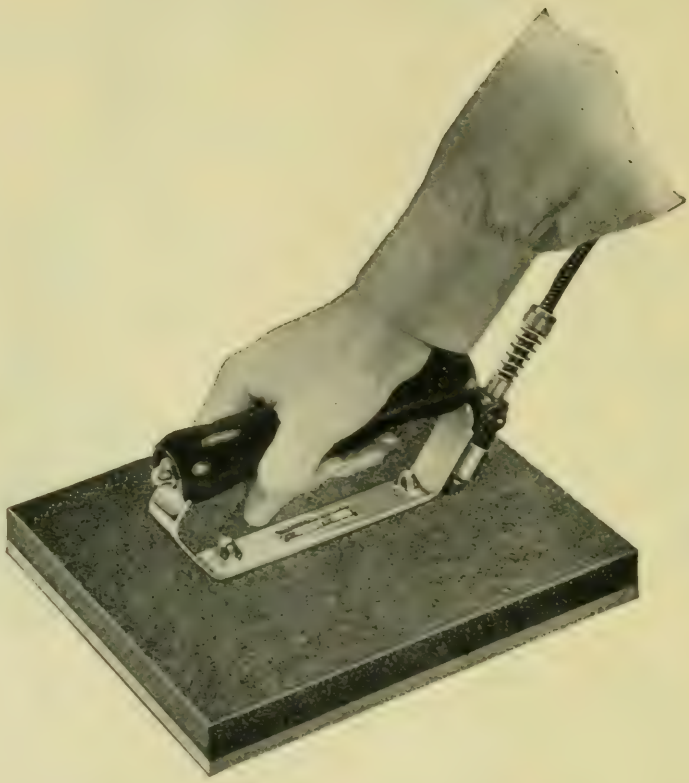
Price—$12.50

RETOUCHING
and
COLORING

10 years experience—prompt service
Mail orders invited

HELEN R. HALL
2218 Bancroft Way Berkeley, California

Be sure your order contains all necessary information with reference to size, surface and degree of paper wanted as well as the actual designation and size of film. Failure to give us this information will delay shipment of your order and will retard shipment of all orders. We cannot make this too emphatic.



American Beauty Rapid Mounter

PROFESSIONAL MODEL

There is a time of the year when every possible mechanical aid is wanted in your studio. American Beauty Rapid Mounter will save time and will produce smoothly mounted prints with little effort. The mounter is of sufficient size to take care of an 8 x 10 print in one operation, and weighs fifteen pounds. In reality, it is a miniature and inexpensive dry mounting press, made by one of the best known manufacturers of electrical appliances. It is perfect in design and workmanship. Furnished complete with cord and ready for instant use.

PRICE

$17.75 for A. C. / $18.75 for D. C.

Whither Are We Headed?

HAVE you any idea as to the total number of cameras on the American market today? You may not be able to guess the actual number within a hundred. According to a review of photographic merchandise, which appeared in the November issue of one of the nationally circulated magazines, there are 265 different models of cameras available to the public. A breakdown of this total may be of interest.

Fixed focus	30
Semi-fixed focus	8
35 mm.	40
Other than 35 mm.	83
Single lens reflecting cameras	35
Double lens reflecting cameras	11
View type	45
Stereo	3

In explanation of single lens reflecting cameras, we designate Exakta, Graflex, and similar models. In the double lens, reflecting type, we include Rolleiflex, Rolleicord, Voigtlander Brilliant and similar.

Believe it or not, the same analysis reveals 145 different models of enlargers. Among the 52 different models of exposure meters reviewed, there were 26 photo electric cell models, 17 of the visual extinction type and 9 calculators. This does not include several sensitive paper models like that Wynne.

It is obvious that there is a great duplication in all forms of equipment. It is likewise obvious that there is no such thing as a complete stock. Just what the future will bring, we do not know, but we believe that duplicated and frozen investments, performance, and other factors will cause some of these products to be dropped from the list. It will be a matter of survival of the fittest, modified by more or less pressure of advertising. In connection with the problems of a present-day institution, we sometimes suspect the only reason we continue in business is to see what tomorrow will bring.

Again We Help

Recently it was our pleasure to submit our check for membership in The Photographers' Association of America, thus continuing support we have regularly given to the various association activities.

With Jerry's Approval—

JERRY has been a contributor to the FOCUS for a sufficiently long time to compel us to recognize he has a definite place in the magazine. (Sometimes it is necessary to remind Jerry that he has a definite place within the organization and that he is not yet the editor of the FOCUS.) However, we must give the devil his due, and, with Jerry's approval, we offer suggestions to readers of this page.

We suggest you obtain an album or a suitable book, a scrap book preferred. Detach Jerry's page from each number of the FOCUS and paste it in the book, and in a short time you will have a scrap book which you will enoy reading a second time and which you may want to loan to relatives and friends in time of illness, because Jerry's page is really light reading and entirely suitable for convalescence.

Jerry has just added the additional suggestion that in selecting your book you select a thick one.

We were glad to welcome to our office **Mr. and Mrs. H. Edgerton McAllister** of Santa Barbara, who were combining a pleasure trip to the Exposition along with business.



for perfect movies

16mm. PRICES

PANCHRO SUPER REVERSAL: 50 ft. $3.25, 100 ft. $6.00. PANCHRO MICROGRAN REVERSAL: 50 ft. $2.50; 100 ft. $4.50. ORTHO REVERSAL: 50 ft. $2.50, 100 ft. $4.50. No additional charge for processing. Return postage of processed films prepaid.

Double 8 PRICES

PANCHRO SUPER REVERSAL, $2.25; PANCHRO MICROGRAN REVERSAL, $2.25; ORTHO REVERSAL, $2.00. These films are supplied in 25 foot lengths of 16mm. width, pre-scored to enable separation into two 8mm. width lengths. No additional charge for processing. Return postage of processed films prepaid.

These films are favorites with the serious cinematographer. He finds them easy to use in his camera—and most satisfying in *quality*. Fast speed gets the scene under unfavorable light conditions—and clear sharp register of action such as found in sports. The color balance reproduces a perfect black and white rendering of all colored objects. And—fine-graininess assures "theatre quality" projection. Processing laboratories are located all over the world thus giving the movie maker a prompt and efficient reversing service wherever he may be. As a suggestion to start the outdoor movie making season confidently and with enthusiasm we recommend these three films. Try them out and enjoy the thrill of making "perfect movies."

THE GEVAERT COMPANY OF AMERICA, Inc.

6370-72 Santa Monica Boulevard, Los Angeles

New York Boston Philadelphia Chicago San Francisco Toronto Montreal Winnipeg

Apac Hydro-matic Drive

For Rapid Production of Enlargements With MINIMUM MAKEOVERS and UNIFORM QUALITY

●

APAC HYDRO-MATIC DRIVE with a SPLIT SECOND TIMER simplifies the operation of APAC PRINTER to BUTTON PRESSING

●

The exposures can be varied from one-quarter of a second to 14 seconds with remarkable uniformity and accuracy of timing.

Foot-operated timer switch actuates the mechanism of the printer, leaving the hands free to handle the film and paper.

APAC HYDRO-MATIC DRIVE is extremely simple in construction, and is easily adaptable to all APAC PRINTERS, old or new.

Its mechanism is all enclosed, self-lubricating, and built for hard and continuous service.

APAC HYDRO-MATIC DRIVE . . . . . List Price, $160.00 f. o. b. Factory

Six Foot Cable Releases

The 6-foot Cable Releases will be appreciated by anyone who desires a more remote control of the shutter. A distinctive feature of the release is a freely revolving collar at the tip end, which permits you to screw the threaded part into the shutter without kinking or turning the release. At the other end, a metal cross part enables you to hold the release between the first and second fingers while you press with the thumb. Designated as a 6-foot release, the release actually has an overall measurement of 78 inches. When you order, please specify the make of shutter, so that a suitably threaded release may be selected.

Price $4.50

Hauff's Chemicals

Readers of the FOCUS are reminded that in addition to the various chemicals and chemical preparations found mentioned in the advertising pages, and others that are somewhat taken for granted, we can furnish Hauff Metol, Ortol, Glycin, Amidol and Neol developers. There is likely to be a shortage of these same chemicals at some time in the near future, and if your pet formula specifies any of these chemicals, we suggest you place your order while they are still available at regular prices.

A Correction

In the FOCUS for August we called attention to the Arro Spotlight, and mentioned that this was the form of spotlight used by the Warner Brothers in their studios. This statement was made in good faith, but Warner Brothers have written us that these lights are not used and the manufacturer misinformed us.

We gladly print this correction, in order that our original statement with reference to spotlights may be in accordance with the actual facts.

Sussman Mounts wi

We have them in stock



THE POWELL EASEL

Linen Effect Coated Stocks—Gray and Neutral—Crushed Edge Underlay—Silver and Black—Gold and Black—Slip-In Style

Print Size	*Outside Size*	*Price per 100*
3 x 5	5 3/8 x 7 5/8	**$ 8.00**
4 x 6	6 1/8 x 9	**9.50**
5 x 7	7 1/8 x 10 1/8	**10.50**
8 x 10	10 x 13 1/2	**18.00**
10 x 8	12 1/2 x 11	**18.00**

Sample on receipt of 15 cents

"Sussman Mounts Are Paramount"



STAFFOR

OLIVER EAS

Coated Cover—Rag Sto
Underlay—Slip-in St

Inspired by the beauty of
priately shaped to secure th
in the easel style. We offer
The Oliver is offered witho
down and make it a best be
deckled to maintain the app

STAFFORI

Print Size	*Outsi*
4 x 6	6 1/8
5 x 7	7 1/8
7 x 5 Group	8 3/8
6 1/2 x 8 1/2	9
8 1/2 x 6 1/2 Gp.	11 1/4
8 x10	10
10 x 8 Group	12 1/2

HIRSCH

Distri

l Aid Portrait Sales

• Order them direct



D EASEL

5.—2-PIECE

Insert—Deckled Edge

—Buff and White

Parnell design but appro-
best effect for the portrait
e Stafford in three piece
underlay to bring the cost
for school work, the insert
drance as the Stafford.

-3-PIECE

Size	Price per 100
9	$ 8.50
10 1/8	10.00
7 7/8	10.25
x12	14.50
9 3/4	14.50
13 1/2	17.00
11	17.00

& KAYE

lutors



PARNELL FOLDER

Coated Duplex Stocks—Deckled Edges—Buff and White—Slip-in Style

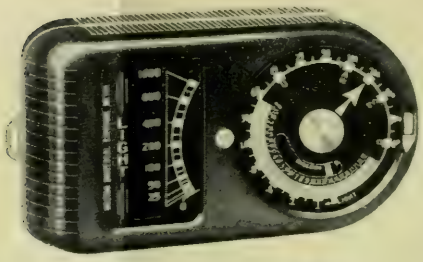
With the trend in the photographic trade turning to Folders, we have made what we predict will be the style sensation this Fall. The outer cover is coated, and has a most attractive design on it in Platinum Inks; the insert is in either Buff or White Shades, with the inner cover of the folder shaded to match it. The tint on the insert is not only made to give your prints an attractive border but an embossed effect as well.

Print Size	Cut Sample Size	Price per 100
3 x 4	5 x 7	$ 5.50
4 x 5	5 1/2 x 8	6.50
4 x 6	6 1/2 x 9 1/4	8.00
5 x 7	7 1/4 x 10 3/4	9.50
7 x 5 Group	9 1/8 x 8 1/8	10.00
6 1/2 x 8 1/2	9 1/4 x 12 1/2	12.50
8 1/2 x 6 1/2 Gp.	11 1/4 x 9 3/4	12.50
8 x 10	10 1/2 x 14	14.50
11 x 8 Group	13 x 11 1/2	14.50

Sample on receipt of 15 cents

"Sussman Mounts Are Paramount"

WESTON *Master* EXPOSURE METER





The WESTON *Master*

The Ultimate in Exposure Meters

AUTOMATIC "HIGH LIGHT", "LOW LIGHT" SCALES—provide greater scale length with utmost readability; no confusing, congested numbers at either end.

EXTREME SENSITIVITY — gives accurate settings in light as low as 1/10th candle per square foot.

INCREASED BRIGHTNESS RANGE — provides for measurements in extremely bright light, up to 1600 candles per square foot.

LIMITED VIEWING ANGLE — gives better pictures outdoors as well as for color and cine work.

Rugged instrument movement and hermetically sealed photo-cell assure accurate dependability . . . improved calculator dial with speeds to 800 Weston.

for every Photographer's Christmas

Nothing will give him more pleasure—or more useful service! No photographer can afford to be without one—and the new Weston Master Model 715 has all the latest improvements.

High, dependable sensitivity — restricted viewing angle — increased brightness range—all make the Master indispensible.

He wants and needs an exposure meter. Give him the best.

MODEL 715

Price - $24.00

In baby portraiture, if the young sitter is a mouth-breather, the mouth stays open, making it difficult to get a pleasing expression and bothering the photographer no end.

Have a little granulated sugar handy. Get the mother to put a few grains of it on the baby's tongue.

The mouth will close and usually a very pleased expression will result from the sweet dose. There's where the shutter goes into action if the adenoidal look is to be dodged.

Mutual Assistance

FOR several months prior to the holiday season, we carefully plan and act on the matter of adding to our large and diversified stock of mounts, frames, sensitized paper, and film, in preparation for this rush season.

Notwithstanding this addition to our stock, we feel you will understand it is impossible to carry a complete supply of all sizes, surfaces, etc., that are manufactured and advertised. We therefore ask that when you send us your rush orders, please specify at least one substitute. The more detailed the substitution instructions are, the better we can serve you.

Perhaps, in the urgency of placing your order, you may neglect to mention whether you wish us to substitute or not. If the goods you order are not in our stock, and we feel that they will not arrive in time for your needs, we will suggest an alternate for your approval, or, if the order indicates you are in urgent need, we will send a substitute of our own choice. Please be assured that any change we may make in your order will be with your interest in mind.

We would like to mention that in our files we have many letters from hundreds of customers who have expressed their appreciation for our assistance rendered in their time of need.

New Elwood Enlargers

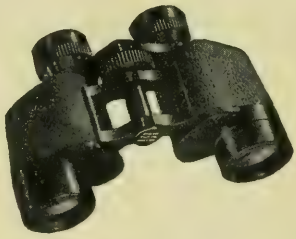
TWO of the most popular models of Elwood Enlarger are now available in improved form. The 5 x 7 Studio Model, for many years sold at price of $30.00, is now available in improved form and is supplied with a heat-absorbing filter and improved lamp house. A rack and pinion focusing device at the lens board permits focusing through critical sharpness. A metal negative carrier for negatives, 5 x 7 and smaller, is supplied. When a 6½-inch lens (at extra cost) is used, the enlarger can be used for 6 diameter enlargements in vertical position or it can be tilted to horizontal position for pictures of much greater size. The price of the improved steel model is $36.50.

The 5 x 7 Special Enlarger has likewise been improved. A heat-absorbing filter is included and a number of mechanical refinements will be noticed. The bellows is focused with a rack and pinion device, and a red screen can be moved into position as wanted. The lamp house and enlarging frame are counterbalanced, and precision focusing is readily obtainable. This enlarger can be used for copying, reducing, and, when used in a horizontal position, will enlarge to a great many diameters. The price of the 5 x 7 improved special enlarger of new design is $69.00.

Right now we still have a few each of the former models at $30.00 and $63,000, respectively, and if you contemplate the purchase of an Elwood Enlarger, and wish to take advantage of the former prices, we urge that you promptly place your order.

The Ideal Gift —

BARRE
PRECISION
PRISM BINOCULARS



For Following
OUTDOOR ACTION . . .

Medium Distance
OBSERVATION . . .

Long-Range
OBSERVATION . . .

BARRE-LUX
8 x 25

Barre-Lux 8 power, with 25 millimeter objective lenses, achromatic eye-pieces. Field of view at 1000 yards is 105 yards; good light transmittal power. Weighs only 17 ounces. Recommended for general observation work, particularly in the daytime, for which this model is especially intended.

PRICE: $27.50

BARRE-PLET
6 x 30

Barre-Plet 6 power, 30 millimeter objective lenses, achromatic eyepieces. This binocular is termed the "all around" glass, and is well adapted for sports and all general uses. Field of view 136 yards at a thousand, excellent luminosity. It can be used at dawn and dusk, because of its light-transmitting properties. Weight, 20 ounces.

PRICE: $32.50

BARRE-CLAIR
8 x 30

Barre-Clair 8 power, 30 millimeter objectives, achromatic oculars. A favorite model for those who desire greater magnification, and satisfactory field of 125 yards at a thousand. Preferred by travelers, its luminosity is remarkably good for a binocular of this power. Weight, 21 ounces.

PRICE: $35.00

IMMERSION HEATERS

The more general use of fine grain and small tank development methods has created greater need of suitable heating devices in order that uniform and prescribed temperature for development can be maintained. We offer three models of electric immersion heaters suitable for these small tanks. They are made by a nationally-known firm, and are guaranteed to serve as designed.

You can make your selection from these three models:

STRAIGHT STEM IMMERSION HEATER—300 Watt	$4.85
STRAIGHT STEM IMMERSION HEATER—500 Watt	5.85
CROOK NECK IMMERSION HEATER—500 Watt	6.85

One of Our Troubles

There was a man who lived by the side of the road and he sold hot dogs.

He was hard of hearing so he had no radio.

He had trouble with his eyes so he read no newspapers.

But he sold good hot dogs. He put signs up on the highway telling how good they were.

He stood on the side of the road and cried, "Buy a hot dog, mister?" And people bought.

He increased his meat and bun orders. He bought a bigger stove to take care of his trade. He finally got his son home from college to help him.

But then something happened. His son said, "Father, haven't you been listening to the radio? Haven't you been reading the newspapers? There's a big depression on. The European situation is terrible. The domestic situation is worse. Everything's going to pot."

Whereupon the father thought, "Well, my son's been to college, he reads the papers and he listens to the radio, and he ought to know." So the father cut down on his meat and bun orders, took down his advertising signs, and no longer bothered to stand out on the highway to sell his hot dogs. And his hot dog sales fell almost overnight.

"You're right, son," the father said to the boy. "We certainly are in the middle of a great depression."—Trundle Engineering Company.



ELKAY

Rapid Loading Adjustable Film Loader

●

The Elkay Adjustable Film Holder Will Fit Practically All 4"x5" Developing Tanks

●

- Takes 4½x6cm, 6x9cm, 2¼"x3¼", 9x12cm, 3¼"x4¼" and 4"x5" cut film or film pack negatives!
- Evenly spaced grooves enable you to load a dozen in fast time!
- Film Holder banishes the problem of air-bells and splash marks!
- Holder may be removed intact for washing your negatives!
- Foolproof loading fixture included with Holder at no extra charge!
- Film Holder made of tempered bakelite; impervious to chemicals!

NOTE: With an Extra Film Holder developing can be made continuous.

Price—$3.50

Eastman Auto-Focus Enlarger Model C

Construction of the Eastman Auto-Focus Enlarger has been changed so that it will now accept the No. 302 500-watt Mazda White Bulb Photo Enlarger Lamp. Only one lamp will be included in place of the two 400-watt lamps supplied with the former model.

The inside reflecting surface of the lamphouse is finished in polished aluminum, and the following pieces of glass are contained in the lamphouse—fine-grain ground glass; heat-absorbing glass; and a ground glass with a centrally sandblasted spot.

EASTMAN AUTO-FOCUS ENLARGER, 5x7, with Kodak Anastigmat f/4.5 7½-inch Lens, Paper Holder, Foot Switch and Cord, Diffusing Disc Holder, and No. 302 Photo Enlarger Lamp $200.00

IMPORTANT!

Be sure your order contains all necessary information with reference to size, surface and degree of paper wanted as well as the actual designation and size of film. Failure to give us this information will delay shipment of your order and will retard shipment of all orders. We cannot make this too emphatic.

←⁂→

We were glad to welcome to our office **Mr. and Mrs. Lucas,** photographers of Lodi, California, who made a business trip to San Francisco.

* * *

The Photographic Supply Company of Redding, California, owned by **Arthur B. Ferl,** have recently moved into new and modern quarters.

* * *

We were glad to welcome **Mr. Melliar,** Santa Cruz photographer, when he called on us. The recent opening of the new wide highway over the Santa Cruz Mountains should invite our Santa Cruz and Monterey Peninsula friends to make more frequent trips to the city.

Halldorson Catalog

A new catalog of the well known line of Halldorson Products is now available. This includes lighting units, washers and accessories for both professional and amateur photographers. Catalogs will gladly be sent on request.

←⁂→

Is It Gonna Rain?

Readers of The Focus are reminded that in addition to the thousand and one items of photographic nature we distribute, we can also supply weather and temperature instruments, such as Barometers and Thermometers. A Barometer is a most useful instrument and is a dependable indication of the kind of weather that may be expected during the next twenty-four hours. A Barometer or outdoor Thermometer will be a much appreciated gift. A nicely illustrated and completely descriptive catalog will gladly be sent and we urge you to promptly obtain this information and help solve your shopping problem.

Why the Price of Glassware Will Be Boosted

IN CORRESPONDENCE with one of the several sources where we obtain funnels, measuring glasses, and graduates, reference was made to the advanced prices. A portion of the reply to our letter may be of interest to our readers.

. . . For your further information, please be advised we people who pack glassware in cartons all have sustained a terrific advance in carton costs in the past few weeks. Some few mills that furnish board to the corrugated carton plants are eight weeks behind with their orders. Inflation is rapidly going on, and we do not mean money inflation but commodity price inflation. We will have to stand a terrific advance on fuel after our contract expires December 31st. All glass factories, if they are at all conscious of their cost sheets, will surely have to raise prices. We have gone through eight years of depression, and I am afraid some of the trade feels these distress prices will always remain in existence. We can assure you they will not.

There are some chemicals that go into glass making that are almost impossible to obtain today, and our company is buying four months ahead on some chemicals. On one item the price has already jumped in three weeks from 70c to 95c per pound. So you can see, gentlemen, when we are willing to quote you as we have done this morning on our standard line of Photographic Glassware to December 31st, we feel we have done our bit, because we have to pay the average 15% more for every corrugated carton in which our merchandise is packed than we paid three weeks ago. The advance on cartons came so rapidly that we could not combat it.

Here Is A Bargain

In order that all our readers may know about an unusual bargain in magnifying or retouching glasses, we list a bargain in this section rather than in the bargain pages. We offer retouching glasses of 2" diameter and approximately 3½" focus at the unusually low price of 65 cents. The glass is mounted in a suitable metal frame to which a convenient black wood handle is attached. In a general way the bargain glass resembles the standard product, although the finish is not as perfect. That is why we offer the bargain. Every retoucher and potential user of a magnifying glass will want one.

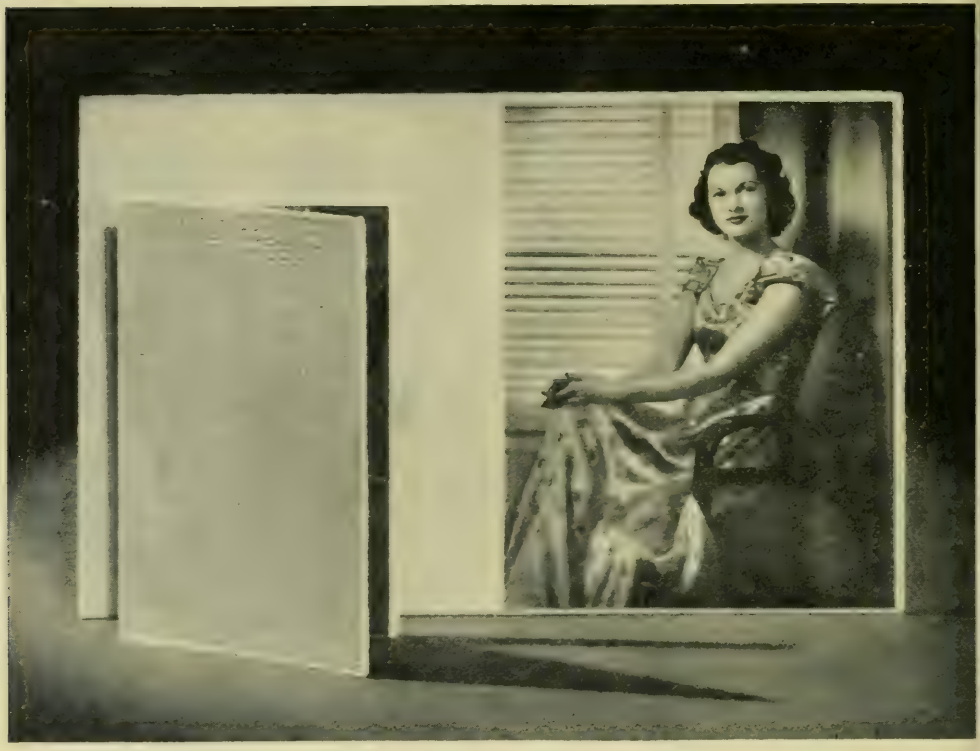
A Refreshing Drink

On a hot day when you are working in the darkroom a good glass of cold grape juice is refreshing. Here is a simple recipe. Put one cup of clean washed and dried whole grapes into a quart jar, add one cup of sugar and fill with boiling water. Then seal tight immediately. It is ready to drink in three weeks. — "Schillers' Bulletin."

Sounds good, but during those three weeks what becomes of the darkroom - the thirst, and the hot weather?

—ED., *Focus*.

A New Close-Corner Folder With Acetate Corners



THE ULTRA

The print is held in place by crystal-clear Eastman Acetate corners instead of the conventional paper strips—permitting full view of print.

Cover stocks are a beautiful baby-alligator embossed pattern, enamel coated—very serviceable.

Distinctly off the beaten path—adds the new note to your sheet portraits.

Have your stockhouse salesman show you this style—or for 6 cents we will send you a sample of the 4x6 size.

EASTMAN KODAK COMPANY

CHICAGO [TAPRELL LOOMIS DIVISION] ILLINOIS

Jerry's Corner



By Himself

If my soda mint tablets hold out, I may be able to finish my page.

How do you feel? Want another big dinner on the 30th?

All I can think of now is food F'rinstance—

There is a sign on a Kearny Street restaurant that reads:

GOOD RICH SOUP

If I ate there, I'd be tired.

Probably made of old patches, boots and inner tubes.

So I went into the place next door and ordered a chicken salad sandwich.

The girl said, what do you want, the 30- or the 40-cent kind? What's the difference? I asked, and she explained that the 30-centers are made of veal and pork and the 40-centers of tuna.

That's the place where I was eating some corned beef hash about a week ago. Some fire engines went by and the hash jumped right out of the plate.

How come, says I to the waitress, and she says she didn't know unless it was that the hash came from an ex-fire horse.

I bet that's the place I've been hearing about, where they make rabbit stew on a 50-50 basis—one rabbit—one horse.

I used to go to a place around the corner, but one of the waiters didn't like me. I had waited a long time for my order, so I says to him—are you the man who took my order? Yes, he says.

Well, I do declare, says I—you don't look a day older!

All things come to him who orders hash.

Did I tell you about my vegetarian friend? I found him in a market buying a steak. I asked him how come, and he said you may call this a beef-steak, but I call it forbidden fruit.

While I was waiting for my order, a lady next to me ordered a dozen oysters. The butcher said, large or small? and she said she didn't know, but they were for a man with a size 15 collar.

She used the bitter butter he bought her in the batter, and he beat her, but he bought her better butter.

—JERRY.

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SAVE overhead and operating expense.
That spells PROFITS FOR YOU.

Amateur Finishing Outfits, for Roll Film and Circuit Work.

Large Daily Output. Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



2 SIZES 12, 19 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE COMPACT DURABLE EFFICIENT

The best by test.

Lighting Equipment

All standard lines.
Lamps for every purpose.

CONSULTATION INVITED

Budget terms if desired.

HIRSCH & KAYE

Your Logical Source of Supply

Thanksgiving

With Thanksgiving comes a thoughtful pause in the year —an occasion upon which all of us should express thanks and appreciation for our good fortune.

We discover that the greatest blessing of all is a host of friends.

To you, we extend sincere thanks for the associations we have had. May we serve you well, and merit the right to continue to call you friend.

Photofoil Reflector Disk for Eastman Head Screen

This new reflector will be sold as an accessory for the Eastman Head Screen. It consists of a double-coated sheet of 1/16-inch board of 15-inch diameter, with a stainless steel binding strip around the edge and stainless steel tongues to fit the Eastman Head Screen. On one surface of this board, the aluminum foil coating is smooth; on the other, it has a pebbled grain.

PHOTOFOIL REFLECTOR DISK
FOR EASTMAN HEAD SCREEN $4.00

COLORING
SCENIC AND PORTRAIT

MINIATURES *a Specialty*

Mail Orders Invited

IRMA TUININGA
1060 PINE ST. SAN FRANCISCO

PHOTO SUPPLIES

You can buy anything you need from one dependable firm.

Try HIRSCH & KAYE *first*

Bargain Lenses

This month we omit the usual pages of bargain lenses. Instead, we offer to send a much more detailed and complete list of bargain lenses available to anyone who may request this list.

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.
Description and illustration of any article gladly sent on request.

Pair of 3-inch **Mounted Condensers** in modern metal mount.

Bargain Price **$3.00**

Cine Kodak, Model 20, for 8 mm. film, fitted with F3.5 lens.

Bargain Price **$23.50**

Rubio 16x20 Enlarging Paper Easel.

Bargain Price **$12.75**

Quickset Easel for 11x14 paper. Excellent condition.

Bargain Price **$5.50**

Perutz Ultra Fine Grain Developer. Each package sufficient for 20 ounces.

Bargain Price per pkg..... **95¢**

Eastman Studio Double Reflector on stand.

Bargain Price **$15.00**

Beattie Portopan 4-Unit Lamp for Photo Flood bulbs. Includes stand.

Bargain Price **$37.50**

Agfa 35 mm. Process Printer for strip printing on perforated paper.

Bargain Price **$10.50**

5x7 Professional View Type Camera.

Bargain Price **$15.00**

Korona Panoram Camera, 12x20. Camera has 22¾" bellows and includes a film holder. Condition like new.

Bargain Price **$65.00**

Zeiss Magniphot Enlarger, without lens, for 35 mm. film.

Bargain Price **$26.50**

B & W Exposure Meters and Diaries. Worth several times the bargain price for the photographic information these books contain. They are 1938 editions.

Bargain Price ..... **50¢** each

Pako Jr. Printer, rebuilt and in excellent condition.

Bargain Price **$42.50**

Mergon Cold Enlarging Lamp and auxiliary sufficiently large to cover 6.2 x 8.2 negatives.

Bargain Price **$18.50**

B & L Balopticon Slide Projector for standard 3¼x4 slides with extra carrier for 2x2 slides. Includes two lenses, one of 6" and one of 14" focus and is designed for use with 500-watt T20 lamp.

Bargain Price **$42.50**

Grant Enlarger with F3.5 Lens. Looks like new.

Bargain Price **$36.50**

Pako Stainess Film Clips in fine condition.

Bargain Price..... **15¢** each

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering
Description and illustration of any article gladly sent on request.

GREETING CARD MASKS

No. 2 Greeting Card Production Outfits (1938) for French folder cards.

Bargain Price,
while they last **$2.00**

Wilson Greeting Card Masks (1939).

Bargain Price,
while they last **$3.00**

Willo Greeting Card Outfit for various occasions (1938 sets).

Bargain Price **$1.75**

While the above sets were featured last year, there is nothing about them to indicate the year for which they were designed and it should be understood they can be used from one year to another.

Pako Liberty Model Matte Print Dryer, fitted with new apron. This is a gas heated dryer with 110 volt AC motor. Fine for matte prints, photostat prints, and similar use.

Bargain Price **$60.00**

Pako Liberty Model Matte Print Dryer with new apron. This is an electric heated dryer in good condition.

Bargain Price **$120.00**

11x14 Crown Printer No. 2 in condition like new. This is an 11x14 table type professional printer.

Bargain Price **$52.50**

Ansco 8x10 Universal View Camera with 2½-inch #8 Packard Shutter. Excellent condition.

Bargain Price **$49.50**

Thalhammer Motion Picture Tripod with tilt and pan tops. Looks like new.

Bargain Price **$21.50**

Sun-Ray No. 6 Home Portrait Tripod. Suitable for 5x7 and smaller cameras.

Bargain Price **$10.50**

Testrite Folding Flood Lamp Stands. Maximum height, 4½ feet.

Bargain Price ..... **$1.95** each

Testrite No. 10 Reflector with used 1,000-watt lamp and 6-ft. stand.

Bargain Price **$8.50**

Pair of 14-inch book mounted **Condensers,** in excellent condition.

Bargain Price **$65.00**

Zeiss Magniphot Lighting Attachment.

Bargain Price **$19.50**

Federal Automatic Fixed Focus Enlarger, Model 835, for 35 mm. negatives.

Bargain Price **$10.50**

Argus Speed Printer for 35 mm. negatives.

Bargain Price **$9.50**

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

8x10 Korona Film Holders, shop worn, but quite serviceable.
Bargain Price $2.50

8x20 Korona Film Holders in perfect condition.
Bargain Price $5.50

6½x8½ Eastman Film Holders in first class condition.
Bargain Price ..... $1.50 each

6½x8½ Eastman Plate Holders. Actually in stock.
Bargain Price ..... $1.00 each

6½x8½ #4 Combination Film and Plate Hangers.
Bargain Price ..... $0.40 each

Telescopic Metal Stand consisting of four sections with total height of 15 feet.
Bargain Price $12.00

Kodascope C, 16 mm., motor driven, Projector. Capacity 400 ft. reel.
Bargain Price $15.00

B & L 11B Tessar F6.3 Lens in barrel. Fine for enlarging.
Bargain Price $25.00

8x10 Century Universal View Camera with one film holder.
Bargain Price $49.50

Pair of **12-inch Mounted Condensers.** Will be sold unmounted if wanted.
Bargain Price:
$29.50 per pair mounted
or **$20.00** per pair unmounted

Pako Electrogloss Dryer. Looks like new.
Bargain Price $190.00

Mendelsohn Universal Synchronizer, complete.
Bargain Price $16.50

8x10 Eastman 2D View Camera only.
Bargain Price $29.50

5x7 Professional View Camera, without case. 15" bellows. Fine condition.
Bargain Price $16.50

Weston Model 650 Exposure Meter with case.
Bargain Price $14.50

3A Kodak Special with range finder and B & L 11B Tessar lens. Excellent condition.
Bargain Price $29.50

Beattie Arc Spotlight with Stand. Has been used, but still quite serviceable.
Bargain Price $18.50

9x12 cm. Kodak Recomar Camera with KA F4.5 lens. Focusing Panel, Film Pack Adapter, three Holders and Case included.
Bargain Price $54.50

4x5 Speed Graphic with Graflex Back. Fitted with 13.5 cm. Zeiss Tessar Lens in ring Compur Shutter. Film Pack Adapter, Focusing Panel and Kalart Rangefinder are included.
Bargain Price $119.50



RI-X PANCHROMATIC

SOLVES THE SPEED-QUALITY PROBLEM

SPEED alone is not enough in modern commercial and illustrative photography. There must also be depth, gradation, modeling, fine rendering of flesh tones. Tri-X Panchromatic gives you speed plus these qualities. The unretouched illustration above is from an 8 x 10 negative, made with 14-inch Ektar lens, *f*/16, 1/75 second, with front illumination of only 2 No. 1 Photofloods. Eastman Kodak Company, Rochester, N. Y.

RI-X PANCHROMATIC

OR EXTREME SPEED PLUS QUALITY



BETTER PRINTS

MAKE BETTER SALES

QUALITY in your portraits depends upon th ability of the print to reproduce the quality of you negatives. The majority of photographers use Vitav Opal because it reproduces the finest gradations light and shade in rich and brilliant prints, wit pleasing warmth of tone. Eastman Kodak Com pany, Rochester, N. Y.

VITAVA OPAL PAPER

FOR ENLARGEMENTS OF CONTACT PRINT QUALIT

SPECIAL COLLECTIONS

THE FOCUS

Published Monthly in the Interests of Professional Photography

VOL. XV DECEMBER, 1939 No. 12



Happy New Year!

LIFORNIA ACADEMY OF SCIENCES
OCT 31 1939
ACADEMY OF SCIENCES

Published by
HIRSCH & KAYE
SAN FRANCISCO

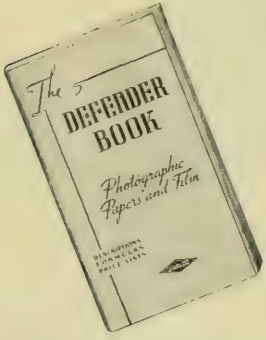


Photograph by
ALBERT MICHAELS

INDUSTRIAL ROCHESTER
Print: *Illustro* (Velour Black)
Negative: *Fine Grain Panchromatic*

Velour Black

for prints by projection



DEFENDER BOOK. Complete listing, directions, prices. Free on request.

A print on Velour Black from any good negative proves, by comparison, the unmatched quality of this Defender Paper.

Note the unique tonal crispness with no trace of haze or "smoke." Quality is evident. Then think back how quickly and easily the print was made.

You learn then about the Velour Black features that make long-lasting friendships — quality, speed, simplicity.

Select any of the present 26 Velour Black surfaces to make your test and comparisons. Each of the 26 is—Velour Black.

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ROCHESTER, N. Y.

THE FOCUS

Prepared and Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE

239 Grant Avenue, San Francisco

The Largest Independently Owned Photo Supply House in the West

VOL. XV DECEMBER, 1939 No. 12

INTRODUCING—



FRED H. SWARTZ . . . (H for Heilbron) is a native of Fresno. His father was born in Illinois, attended the University of Pennsylvania and is now an architect with offices in Fresno. His mother, Hazel Heilbron, was born in Fresno County.

He attended Fresno schools, including the Fresno State College, where he specialized in art and music. It was his desire to be a commercial artist.

By this time many of our readers will have noticed a certain familiarity about his middle name. His uncle, Louis Heilbron, operates a large photofinishing plant in Fresno and it was here that young Swartz made his first contact with photography. After serving his apprenticeship he came to San Francisco and for two years was employed in the Moulin Studio. Returning to Fresno he found employment in the Parks Studio and then with the Laval Company, again specializing in commercial photography.

At the present time he has his own studio in Merced. Mrs. Swartz, the former E. Francis Doyle of Fresno, is the receptionist and colorist, and invaluable all-around assistant in the studio. They were married in May, 1937. In view of his early training, Mr. Swartz is especially interested in illustrative photography. He is a member of the Merced Chamber of Commerce and the local Lions Club, and when time permits, he likes to fish.

BUSINESS, consumers, education and government are interdependent. Each serves the others. Each is the customer of all the others.

Through interchange of goods, services, facts, ideas and just co-operation, these four groups create the mutual fair dealing that underlies economic well-being and civilized society.

Unfair, dishonest or unequal dealing on the part of anyone upsets the balance of society.

Unbalance can be solved only by clearer mutual understanding and closer co-operation among all those concerned.

NATIONAL ASSOCIATION OF BETTER BUSINESS BUREAUS.

←⁘→

Your receivables are worth only the money they produce. If they are lying dormant and producing no cash they are worthless so long as you allow them to continue that way. They depreciate in value very rapidly. The debtor becomes accustomed to omitting payment and shortly considers it his right. You are unfair to yourself and the debtor if you allow such neglect to continue.

←⁘→

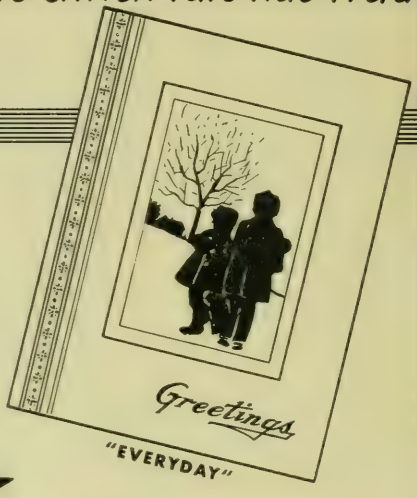
Some say advertising makes us want things we can't afford. It certainly does. Most of the things it makes us want are really worth while, like trips to Europe, good radios, beautiful furniture, electric refrigerators and new automobiles. We work a little harder and buy them.

2 NEW GREETING FOLDERS

by Gross

that will help you to clinch Yule-Tide trad





FEATURE "GROSS" MOUNTINGS



Keep your products
on dress parade

★

Both "HOLLY" and "EVERYDAY Greeting Folders are made of fine whit antique-finish paper, French folded, deckle and with cutout, suitable for ¼ of 5x7 c 120 prints, both vertical and horizontal There is a simple Christmas sentimen printed within the "HOLLY", while the in side page of "EVERYDAY", is left blan for written personal message. The outsid decoration is in beautiful gradation of deli cate grays, exactly correct for photographi prints. The profits you make from both quickly add up to important extra income

SAMPLES FOR 10c POSTPAID

THE Gross PHOTO SUPPLY COMPANY

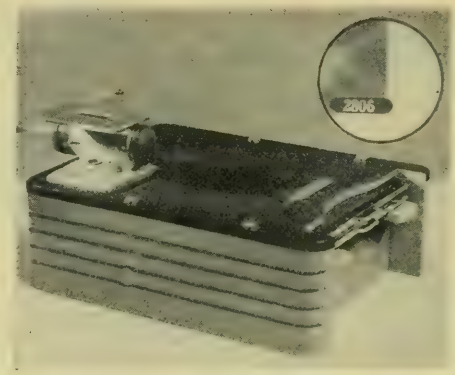
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The Clock
CONTINUES TO TICK

THE OLD CLOCK on the wall ticks. The hands move. Seconds, minutes, hours, days, weeks and months fade away into eternity. The sun rises and the sun sets. The seasons come and the seasons go. The earth, the home of man, circles the sun and overhead in the heavens the stars look down. ¶ And man's telescopic eyes search the heavens and more and more stars become visible and vaster and vaster becomes infinite space. And on the earth life moves on, like the ebb and flow of the tides. And on the earth, man, walking man, walking earth, animated dust, though he perhaps knows it not, is part and particle of the same stuff as the most distant star. ¶ From roaming the universe our thoughts come back again to the old clock ticking on the wall, and the wisdom of the ages whispers to us that weighed in the scales of life's experience, all the arts, sciences and 'ologies, are outweighed by far, by: a kindly smile, a kindly word, a kindly handclasp or a kindly wish. ¶ And as time is the stuff that life consists of, may the giver of life give you, no more and no less, than all the joy and happiness possible, in sixty seconds of every minute, sixty minutes of every hour and twenty-four hours of every day. And may the old clock on the wall tick for you many, and many, and many a year.

HIRSCH & KAYE
ASSOCIATES



The Curtis-Stern Daylight Negative Numbering Machine

STANDARD MODEL
Showing a Film Holder in place to be numbered.
Inset shows position of number on film.

HERE at last is a device that enables a photographer to number his negatives, in broad daylight, in practically no time at all. No more fumbling in the dark room with a grease pencil, trying to write a number that in many cases cannot be read after the film is developed, and in many cases overlapping the space into the picture area.

All that is necessary to operate the C-S Negative Numbering Machine is to insert your exposed holder in the device, place your number (either printed or written) so that it centers in the lighted area of the top plate, pull your holder slide out and return it immediately. That's all there is to it, the number has been photographed clearly and distinctly on the film, and, of course, will not rub off.

A very distinctive feature of the C-S Machine is that when a holder is inserted, it is automatically forced to one side and locked in position firmly, so that every number is printed in the same place on the film every time.

The lower pressure plate is so adjusted that after the removal of a holder, it drops down to allow the free, easy entrance of the next holder. *There is no chance to fog your film with this device,* even if you made the mistake of pulling the wrong slide.

The Curtis-Stern Daylight Negative Numbering Machine is sturdily made and beautifully finished. There is nothing to get out of order, and it will last a lifetime. A light switch is at your finger tips to turn the light on and off. Equipped with 5 feet of durable rubber-covered electric cord.

STANDARD MODEL. This model prints one number on a film. The number area does not take up any usable portion of the film, being placed in the corner between the end of the film groove and holder flop. Either model works satisfactorily for split 5 x 7's, but we recommend this model where a photographer shoots mostly full 5 x 7's.

PRICE

5 x 7 Size	$15.00
8 x 10 Size	$20.00

DUAL MODEL. This model is equipped with two lenses, and will print either one number on a 5 x 7 film, the same number on both halves of a split 5 x 7 (one operation), or a different number on each half of a 5 x 7. A simple dial gives instant visible control of these operations. This model uses one-eighth inch of the picture area at the bottom of the film for number space. However, this number space is completely covered by the folder on contact prints.

PRICE

5 x 7 Size	$20.00

Don't Overlook Your Better Business Bureau

WHILE, of course, Better Business Bureaus are not located in every city in the country, they are in most of the larger communities, and for years they have been doing yeoman work in clearing up bad photographic conditions. Seldom, however, are they supported by photographers. It is true that few individual studio owners can afford even the minimum dues for such membership, but in the average city this could be easily handled through the local photographers joining as a group. Alva C. Townsend, Lincoln, Nebraska, points out that the photographers of Lincoln contribute $100 annually to the bureau there, and find they get their money's worth over and over. Alva sends us a letter sent by the bureau on October 16 to all Greek organizations in the city, from which we quote the following:

"A case which involved members of the various Greek groups came to our attention several weeks ago, when we were asked for information on two 'coupon' photographic salesmen who claimed to represent an Omaha concern which had opened a studio in Lincoln. These individuals were working the campus, offering coupons for $1.00, which, when presented at the local studio, would entitle the purchaser to an 'oil sketch' photograph upon payment of another dollar. No photograph studio could be found at the local address, and the Omaha studio, whose coupons were used, stated that several months ago these salesmen had been authorized to sell their coupons in Omaha *only*, but that they had not heard of these men or had any contact with them for about seven weeks. The activities of the salesmen were stopped as soon as the bureau made its investigation."

"*Professional Photographer.*"

For Sale

Ground-floor, Portrait, Commercial and Photofinishing Studio. For quick sale—cash talks.

Inquire Box 2383, THE FOCUS.

Phaostron Cases

In response to a growing demand, we have added to our stock a leather case suitable for the popular Phaostrom Meter. The price of the case is $1.50.

A number of readers of THE FOCUS will recall they previously inquired about a case of this kind, and a reinstatement of these orders is invited.

Barre Developing Kits

There is always a demand for an inexpensive but practical kit of simple accessories for home developing and printing. We offer the Barre Developing Kit, attractively wrapped as a gift package, at list price of only $1.50. The contents are simple in nature, but nonetheless efficient and useful. There is plenty of value wrapped in the package, and we suggest you have one or more of these outfits because they will be the answer to many a shopping problem. Dealer orders are invited.

Resistors

Some of the readers of THE FOCUS, especially those located in the Philippine Islands, have their electric current delivered to them at 220-volts pressure. This makes it necessary to use 220-volt lamps in photographic equipment, and it is not always possible to promptly obtain these lamps.

To meet this condition, we now offer resistors which are inserted into the ordinary outlet, and the cable is then plugged into the resistor. These resistors are available in four sizes:

50 watt cylinder type, 7" long	$4.00
100 watt cylinder type, 8½" long	4.50
200 watt box type, 10" long	7.50
300 watt box type, 11" long	8.20

Each resistor will cut 220-240 voltage to 110-120.

3 Views-

WITH 1 LENS

WITHOUT MOVING THE CAMERA









● You have a choice of three different sizes of image when you're set up for a shot with a Wollensak Series Ia Velostigmat* Convertible Lens. Photo No. I—with Doublet. Photo II—with Rear Element alone. Photo III with Front Lens only—all from same position. ● Virtually three fine anastigmat lenses in one, Series Ia gives large images—fine perspectives—grand telephoto effects. Single element and doublet fully corrected. Negatives are clear, sharp. *F*6.3 to *f*7.7. You'll want one often this Winter. Get it now.

**Reg. U. S. Pat. Office.*

★ WRITE FOR FREE BOOK



WOLLENSAK OPTICAL COMPANY

ROCHESTER, NEW YORK

WOLLENSAK

New G. E. Mazda Photoflash Lamp No. 5

THE GENERAL ELECTRIC COMPANY announces an important addition to its line of MAZDA photoflash lamps known as MAZDA photoflash lamp No. 5. In addition to being the newest, it is also the smallest of the line.

Smaller even than a golf ball, this ingenious little flash bulb packs a man-sized wallop photographically. Essential technical data on this new midget No. 5 lamp are as follows:

Bulb size	B11
Bulb filling	All wire
Bulb protection	Inside and outside protective coating
M. O. L. (pub.)	2½ inches
*Base	Single contact bayonet
Light output	13,000-15,000 lumen seconds
Peak lumens	900,000
Voltage	Flash with flashlight cells only (2 or more)
Service	Recommended for synchronization with between-the-lens type shutters and for open and shut flash photography
Std. pkg. qty.	60
List price	20¢



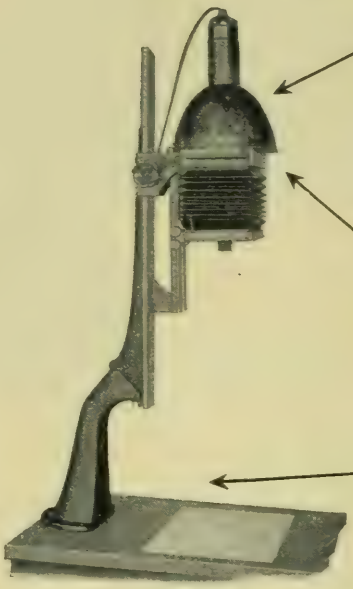
*An adapter permitting this lamp to be used in medium screw or "quick change" sockets is available at price of 50¢.

G. E. MAZDA photoflash lamp No. 5 is of the wire type and has essentially the same time-light characteristics as the G. E. MAZDA synchro-press photoflash lamps Nos. 7 and 16. It is designed for synchronization with between the-lens shutters and for open and shut flash photography. It should be flashed with *Flashlight cells only* and two or more should be used. *It must not be flashed from regular lighting circuits.*

This new lamp emits more light per unit of size than any photoflash lamp on the market today. This, together with the fact that it is also the smallest lamp on the market, makes it the ideal lamp for amateur and professional photographers alike. Literally dozens can be carried in a man's pocket or a woman's handbag. The convenience of this lamp and the feats it is capable of performing are illustrated by the attached photograph.

HIRSCH & KAYE *are distributors*

New Elwood Enlarger
STUDIO MODEL S



1 ***Better Illumination***—The new Light Filter (an exclusive Elwood feature) and the highly polished, elliptical-shaped reflector gives unequaled illumination.

2 ***Better Ventilation***—The Studio ventilating system—another exclusive Elwood feature—circulates cool air through the entire machine and prevents overheating.

3 ***No Vibration***—The cast iron stand, cored hollow, and the steel slide construction give extra rigidity—with no vibration.

The stand is made of cast iron, cored hollow to give the strongest possible construction. It is hinged in the center for horizontal projection, and has a new stop and leveling device which is completely concealed when the stand is used vertically. The main slide is of heavy rust-proof pressed steel, with ¾" diameter tubular rolled edges, cadmium plated. The negative carrier can be inserted from either side to allow the centering of any portion of the negative with the optical system. Either end of the carrier can be inserted first—permitting the negative to be turned in either direction for proper composition. A built-in swinging red screen allows the sensitized paper to be placed after the image has been focused.

Specifications, Prices, and Comparison—5x7 Studio Enlarger, Model S

	New Model	*Old Model*
Height of Vertical Standard	49"	
Greatest distance negative to paper	49"	
Greatest height over all	68"	55"
Upright Frame	Cast Iron (cored hollow)	
Focusing	Rack and Pinion	
Diameter of Reflector	10"	10"

PRICES

Studio 5x7 *Model S* Enlarger, complete with 100-watt light bulb, extension cord, but without lens	**$36.50**
Set-Back Lens Board	**3.25**
60" Steel Plated Slide, in place of the regular 36" slide	**3.50**
60" Steel Plated Slide, if purchased separately	**5.50**
36" Steel Plated Slide, if purchased separately	**3.75**

These steel slides can be used on all previous model Elwood Studio Enlargers.

TEN TACTFUL TIPS

NO one appreciates more the need of a properly receptive attitude of mind on the part of the customer than the photographer. It does not matter whether the service be portraiture or commercial. Since customer attitudes are very often formed as a result of a sales contact, the following set of admonitions are suggested.

It might be said that diplomacy solves the entire problem. That is true, naturally, if it be shown how diplomacy may be effected.

Diplomacy in the sales approach requires tact. We rarely speak of one without the other.

Although there may be a delicate shade of distinction between the two terms, tact is a synonym of diplomacy and means "a ready appreciation of the proper thing to say or do, especially a fine sense of how to avoid giving offense."

This, however, is the negative viewpoint—refraining from saying or doing things that offend. We prefer to be tactful in a positive sense, by actually saying or doing things that will please.

Smile

It cannot be repeated too often that a prospect should be greeted with a smile. Then the sale is half made. Smiles are infectious, and if you can convey the impression by your smile that you are genuinely glad to see someone, that someone will not only return smile for smile, but will reflect the good cheer and optimism that your smile provokes. Smiles always contribute a receptive mood.

Make the Customer Feel Important

A prospect may look like "small change," but don't forget that a seedy coat sometimes covers a bulging purse. You will make no mistake if you try to make every prospect feel that you have only *his* interest at heart; that you are there only to serve *him;* to please *him;* and to help *him* in any way you can. Make him feel that his business is as good as any.

Remember the Name

Your customer's name, to him, is the most important name in the world. If you spell it incorrectly, or pronounce it incorrectly, you not only commit a damaging sin, but you are guilty of tactlessness. Make sure that you get the name straight at an introduction, and keep it straight from that time on, even if you must make frequent references to a little black book.

Make Complimentary Remarks

Try to learn of some aspects of your customer's personal or business life on which you can honestly compliment him. Perhaps he has just had a promotion in business; or his boy has been graduated from college; or he has just bought a new home. It doesn't matter what the occasion is, try to find some achievement on which he can be complimented—something to praise.

If You Can't Boost, Don't Knock

You will never make a sale by telling a customer or a prospect that your competitor does terrible work. Instead of telling him how unsatisfactory the other fellow's work is, tell him how good your own is. If he mentions a competitor, quickly and courteously switch the subject to your own product, without "knocking." In that way you create a friendly rather than a hostile attitude.

(Continued on Page 13)

Plates in Additional Sizes

In addition to the sizes shown on page 2 of the Graphic Arts Price List, photographic plates will also be regularly listed in the following sizes:

EASTMAN 50, 40, Process, Universal, Polychrome, 33, 33 Matte, 33 Gravure, Commercial, S. C. Ortho—

Sizes	*Case Wt. Lbs.*	*No. Doz. In Case*	*List Per Doz.*
24x32	201*	1	$ 84.50
28x32	326	1	115.50
28x38	352	1	137.50

EASTMAN D. C. Ortho—

24x32	201*	1	105.00
28x32	326	1	144.50
28x38	352	1	172.00

EASTMAN Contrast Process Antihalation, Ortho-Press Antihalation

24x32	201*	1	84.50
28x32	326	1	115.50
28x38	352	1	137.50

WRATTEN Process Panchromatic Antihalation, Panchromatic Antihalation, C. T. C. Panchromatic Antihalation, Tricolor Panchromatic Antihalation, Tricolor Matte Panchromatic Antihalation, "M" Antihalation, Metallographic Antihalation; EASTMAN Infra-Red Process Antihalation, Infra-Red Sensitive—

24x32	201*	1	105.00
28x32	326	1	144.50
28x38	352	1	172.00

*Size 24x32 will be regularly furnished on .130-inch glass, but on special order will also be furnished on .190 (3/16)-inch glass without additional cost. These plates on 3/16-inch glass will be packed one dozen to the case, and the case weight is 266 lbs.

Sizes 28x32 and 28x38 are normally furnished on 3/16-inch glass.

Be sure your order contains all necessary information with reference to size, surface and degree of paper wanted as well as the actual designation and size of film. Failure to give us this information will delay shipment of your order and will retard shipment of all orders. We cannot make this too emphatic.

Eastman Hard Rubber Tank 4 x 5

This new hard rubber tank will hold one-half gallon of developer and will accommodate six 4 x 5 or smaller No. 4A Eastman Film and Plate Developing Hangers or eight Kodak Cut Film Developing Hangers.

Price **$2.50**

Ten Tactful Tips

(Continued from Page 11)

Tell a Good Story

Most everyone likes a good story, but when the butt of a joke is a member of a specific race, color or creed, you had better forget it. Your customer may consider it a personal affront. Don't stop telling stories, by any means, but make sure they are impersonal ones that can be enjoyed by everyone.

Take Your Time

Don't convey the impression that you're in a hurry, that you want to get through an interview or contact as quickly as possible. Try to make your customer feel that your time is his time, that you want to spend as much or as little time with him as he desires. Lose no opportunity to make him feel that he is the only one that counts.

Kill Gossip, Don't Spread It

You may know of a choice bit of scandal, but never pass it along, even though your customer might be eager to hear such things. Gossip allows your customer to make mental reservations regarding your discretion. If information is given you in confidence, keep it confidential.

Talk About Hobbies

If possible, find out what your customer's hobbies are, but be sure he does all the talking. His hobby is his means of "getting away from it all," his escape medium. In fact, he will rate *you* an excellent salesman for letting him sell himself on your product by talking about his hobby.

Handle Complaints With Finesse

If a customer approaches you with a chip on his shoulder, in spite of all your efforts to carry out the foregoing suggestions, let him vent his spleen for a while by listening very courteously to what he has to say. A rapid mental appraisal of the seriousness of the complaint will very often enable you to decide that it will be good business to make an adjustment. Furthermore, if you consent to make an adjustment, do so cheerfully and graciously. Unless by personal experience you know a customer to be either a chronic kicker or a consistent complainer, you will create a tremendous amount of good-will (that intangible something that is eventually converted into sales dollars) if you will remember that old bromide, "The customer is always right."

—H. A. Reeve
In *The Agfa Diamond.*

Nice Publicity

In a recent edition of the Sacramento *Union,* considerable space was devoted to one of Sacramento's photographers, Mrs. Idabel Duncan Groesbeck. While the article mentioned that she was known as a portrait photographer, it also mentioned that she is the only photographer in Northern California with membership in the American Penwomen's League. A two-column-width picture of Mrs. Groesbeck was featured.

Be sure your order contains all necessary information with reference to size, surface and degree of paper wanted, as well as the actual designation and size of film. Failure to give us this information will delay shipment of your order and will retard shipment of all orders. We cannot make this too emphatic.

Surely mankind is mature enough now so that we should be able, in our own lifetime, to find a way to permanent peace.—Herbert Hoover.



"Produced with Mallinckrodt Chemicals"

PICTOL* assisted in obtaining the detail in this excellent night photo of the Scottish Rite Cathedral in Indianapolis, Ind., taken by the W. H. Bass Photo Co.

"We use Mallinckrodt Chemicals exclusively" says Mr. Chas. C. Branson, Manager.

Made with an 8 x 10 Ansco View Camera, B. & L. Protar Lens, Stop F32. Exposure 15 minutes. Super-Sensitive Pan Film. Tank developed with PICTOL — Hydroquinone solution.

Photographers who have passed the "trial and error" stage will almost always be found to use Mallinckrodt chemicals as a standard.



Mallinckrodt

CHEMICAL WORKS

SECOND AND MALLINCKRODT STS., ST. LOUIS, MO.

70–74 GOLD ST., NEW YORK, N. Y.

CHICAGO PHILADELPHIA TORONTO MONTREAL

*Trade Mark Reg. U. S. Pat. Off.

For Fast Work

Eastman Kodak's two new cameras, the Vigilant and the Monitor, can be fitted with the regular Low Tension model of the Kalart Micromatic Speed Flash. Both cameras come fitted with the Supermatic shutter.

This All-American combination of an Eastman Supermatic Shutter and a Kalart Micromatic Speed Flash keeps pace with the demand for fast action shots. It will be possible to take shots that require high shutter speeds of 1 200th and faster. Owners of the Vigilant and Monitor cameras equipped with the Supermatic Shutter and the Kalart Micromatic Speed Flash will have equipment equal to the press photographer.

Vigilant and Monitor cameras may also be purchased with the Kodamatic Shutter. The Low Tension model of the Kalart Micromatic Speed Flash will also fit this shutter.

KALART MICROMATIC SYNCHRONIZER
$13.50

Don't Tear It

If you place an order for an article selected from "The Focus" or one of the catalogs we may have sent you, it is not necessary or even advisable to tear the page and send it to us for identification of the article. It will be quite sufficient if you will describe the article as mentioned in the catalog and if in doubt, you can further identify the article by mentioning the page number.

Quite often we receive an order accompanied by a page or portion of a page torn from one of our catalogs. This means the next time the reader wants the same information it is not available to him. "The Focus" and catalogs are prepared at considerable expense in order to keep our friends posted with information they are likely to need at regular intervals.

If all the folks in the United States would do the few simple things they know they ought to do, most of our big problems would take care of themselves.—CALVIN COOLIDGE.

Kodak Control For Photoflood Lamps

The purpose of this device is to prolong the life of No. 1 and No. 2 Photoflood lamps, and to reduce the heat and glare by operating these lamps at a reduced current while composing the subject to be photographed.

The housing, of brown wrinkle enamel with the words "Bright" and "Dim" printed in white, is approximately 5½x5¾ inches, and has four electrical outlets. Cords for Kodaflectors or other equipment using six or less No. 1 Photofloods or three or less No. 2 Photofloods may be plugged into these outlets.

Directions for use are included with each Kodak Control for Photoflood Lamps.

Price $4.50

Look for the small jobs which no one else wants; do them well and the bigger ones will come to you. A small job well done is worth more to you and your employer than the biggest job half done.

"Sussman Mounts Are Paramount"



PARNELL FOLDER

Coated Duplex Stocks—Deckled Edges—Buff and White—Slip-in Style

With the trend in the photographic trade turning to Folders, we have made what we predict will be the style sensation this Fall. The outer cover is coated, and has a most attractive design on it in Platinum Inks; the insert is in either Buff or White Shades, with the inner cover of the folder shaded to match it. The tint on the insert is not only made to give your prints an attractive border but an embossed effect as well.

Print Size	*Outside Size*	*Price per 100*
3 x 4	5 x 7	**$ 5.50**
3 x 5	5½x 8	**6.50**
4 x 6	6½x 9¼	**8.00**
5 x 7	7¼x10¾	**9.50**
7 x 5 Group	9⅛x 8⅛	**10.00**
6½x 8½	9¼x12½	**12.50**
8½x 6½ Group	11¼x 9¾	**12.50**
8 x10	10½x14	**14.50**
10 x 8 Group	13 x11½	**14.50**

Samples of any Sussman Mount sent on receipt of 15 cents

HIRSCH & KAYE

Distributors

We have them in stock ***Place your order direct with us***

Blue Photoflash Lamp Developed for Taking Color Pictures by Day or Night

DEVELOPMENT of a new photoflash lamp coated with a corrected blue filter lacquer—enabling photographers to take flash pictures in color indoors or out, day or night, and to get results as good as those obtainable under natural daylight—was announced by General Electric's lamp department at Nela Park. It will be available after January 2, 1940.

The new source, called G.E. Mazda Photoflash Lamp No. 21 **B,** is similar in construction and shape to GE's synchro-flash photobulb No. 21. The new blue lamp is particularly suitable for use with daylight Kodachrome film.

Because it makes available a wealth of photographic "balanced light," the new No. 21B (B for blue) is said to be ideal for use in combination with natural daylight. It is designed for use in taking colored pictures by either the synchronized or open-flash method. Its light is scientifically matched to outdoor color films.

The new blue flashbulb follows closely on the heels of GE's midget No. 5 Mazda photoflash lamp (smaller than a golf ball and announced November 1). Together, these two revolutionary lamps illuminate more brightly modern photography's path of progress toward use of ever-smaller equipment and wider employment of color.

Essential technical data pertaining to the new No. 21B lamp are:

Voltage range for operation	3 to 125
Bulb	A-19
Bulb diameter	2⅜"
Maximum all-over length	5"
Base	Medium-screw
List price	25¢

Chess Range Finder

It is a pleasure to announce our distribution of the Chess Military model Range Finder which contains the following all-important features:

1. Self-adjusting
2. Shock proof
3. Rustproof
4. No-glare eyepiece giving large field
5. Needlepoint sharpness

The Finder is guaranteed for one year and is offered at the low price of only $5.50. It is an American made accessory and we predict wide acceptance of the Finder.

Ernest H. Brooks, Lompoc photographer and camera shop owner, is now en route to South America for a 2½ months trip which will include a visit to Paraguay, Uruguay, Brazil and Argentine, and a flight to Chile and back to the United States by way of Panama. This photographic expedition is made of his own accord. We would like to see some of the pictures he will bring back with him.

←⁂→

. . . Check is enclosed on account, and thank you also for the opportunity to deal with a firm like yours that we've enjoyed these sixteen years.

ELKAY ROTO REEL

FILM PACK and CUT FILM



$3.50 *Complete*

DEVELOPING TANK

With the Unique Adjustable Spiral Loading Reel Made Especially for Cut Films and Film Packs.

★ QUICK LOADING ROTO REEL accommodates twelve cut or pack films from 35 mm. to 2½x3½ inches.

★ USES LESS SOLUTION —because the films are loaded in fan-like fashion, you use a minimum amount of solution and still get fully developed, sparkling negatives.

★ LOADS IN THE TWINKLE OF AN EYE — films slip quickly into the spiral grooves, and are held firmly and safely.

★ OPERATES LIKE ANY ADJUSTABLE TANK—solutions are introduced through the top, all you need do is to turn the handle.

★ FILMS THOROUGHLY PROTECTED from scratches, blotches, finger marks or other common defects which plague the photographer.

★ TEMPERED BAKELITE CONSTRUCTION is impervious to all developing solutions. Absolutely light-tight and dribble-proof.

The ELKAY ROTO REEL May Be Purchased Separately for $2.00

This ROTO REEL will fit any developing tank of standard size now on the market.

Dealer orders invited.

Have You Joined?

PHOTOGRAPHERS who fail to join The Photographers Association of America in a hurry are making a big mistake. One of some 20-odd services is the supplying to all members, without extra cost, of the complete report of the Buffalo Convention. Last year this was not ready until three months after the convention. This year, by using four reporters and rushing the material to the Executive Manager for editing almost before the convention had closed, the report was mailed on October 28 to all members in good standing. Last year it was a big book of 270 pages, and members from everywhere wrote in to say that by itself it was worth several times the amount of the dues. This year it is issued in two volumes—at this writing we have seen an advance copy of Volume I, which runs 199 pages and includes only the Sales Promotion Program, Reception Room Clinics, Studio Decoration and Arrangement Clinics and Commercial Program. As Volume II will cover the Portrait Program, Photo Finishing Program and Council Meetings, it will probably be equally large. Both were mailed at the same time. Only members will receive these two volumes. If you are not a member, and want to join, write the Executive Manager, P. A. of A., 520 Caxton Bldg., Cleveland, Ohio, for information.

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"Photo-Lab-Index"

A Morgan and Lester publication, is a compilation of photographic facts and data assembled within a loose-leaf binder.

Here is the ideal reference book. All of the manufacturers are represented by their current standard formulas for film and paper, classified and indexed. It is a sorted-out and precisely arranged equivalent of a basket full of "Direction Sheets." Film data, filter data, gamma charts, a miscellany of measurements and conversions, everything the careful worker wants within hand reach, instead of here and there.

The price—$3.50—includes servicing with two additional free supplements. A "Photo-Lab-Index" quarterly supplement, available at subscription of $1.00 a year, will keep the index permanently up to date.

←⁂→

New Frame Catalog

The new Hirsch & Kaye catalog of frames for fall and spring season is now off the press, and you have probably received your copy. A copy will gladly be sent to any regularly established studio owner, and if you want a copy, your request will receive immediate attention. If you desire copies of mounting catalogs, we will be glad to send them at the same time.

←⁂→

Clinton Gibson and **Perry Baker** of the Sierra Photo Service in Sacramento called on us and told us of their purchase of the Carol Land Studio in Placerville. Both Mr. Gibson and Mr. Baker have a background of business training which will help them maintain both places of business on an efficient basis.

←⁂→

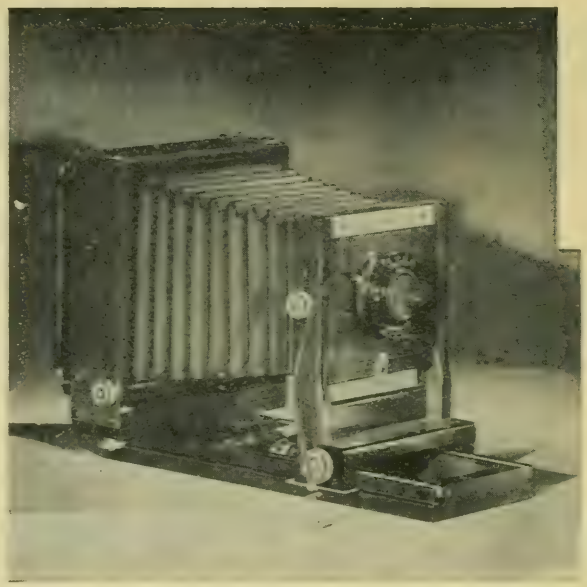
Our sympathy is extended to **Leslie I. Hables,** King City, whose father died suddenly October 15.

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B & W Diaries

The supplying of Burroughs-Wellcome Exposure Records and Diaries for 1940 has arrived. Numerous readers of THE FOCUS have annually placed their order for a copy, and we remind you that, owing to conditions in Europe, our supply will be limited to our original quota.

The price remains the same—75c.



Universal Junior View Camera

The 3¼x4¼ Universal Junior View Camera in many ways resembles view cameras made in larger sizes. For those who want a small and economically operated camera, or wish to make standard size Lantern Slides, the camera will be an excellent investment. We likewise suggest this camera for passport pictures. In addition to an attractive appearance, the camera is well made and includes the following features:

1. **Rising and falling front.**
2. **Locking swings.**
3. **Cherry and mahogany construction.**
4. **Focal capacity 3 to 9¾ inches.**

3¼x4¼ Universal Junior View Camera, complete with f6.3 Velostigmat lens in Deltax shutter, cut film holder, two 3x3 lens boards and carrying case.....**$45.00**

3¼x4¼ Universal Junior View Camera with cut film holder, two lens boards, carrying case, but without lens or shutter.....**$35.00**

Lens and shutter separately.....**$12.00**

Extra cut-film holder, 3¼x4¼, each.....**$ 2.50**

Film pack holder, 3¼x4¼, each.....**$ 2.50**

Plate holders, 3¼x4¼, each.....**$ 2.50**

Extra 3x3 lens boards, each.....**$ 1.00**

New Gross Catalog

A new catalog of Gross mountings is now available and will be sent to any regularly established professional photographer who is registered with us as such, and desires a copy. Just ask for the Grossmount Catalog for 1940.

U. S. CAMERA ANNUAL 1940

THE 1940 EDITION OF U. S. CAMERA ANNUAL, world-famous yearbook of American photography, will be published about Dec. 31, 1939. It is a book which shatters every precedent for beauty and completeness which preceding U. S. Camera Annuals have set up. Every previous edition has led the photographic book-world in sales and in acclaim.

EDWARD STEICHEN, dean of photography, is again sole judge of U. S. Camera's pictures. From 15,000 submitted prints—by far the best collection ever gathered—Mr. Steichen has chosen *over 300 superb black-and-white and color photographs for this year's Annual.* To every photograph, Editor T. J. Maloney devotes ample space, plus space for the complete history of the photographs and photographers.

THE COMMANDING NEW FEATURE of the 1940 Annual is the fruit of the *first Guggenheim Fellowship* ever awarded to photography. Indeed, Edward Weston's 24-page portfolio of California pictures is alone worth the price of U. S. Camera 1940.

Other outstanding editorial features: Edward Steichen's Special Article for this year's Annual; Elizabeth McCausland's Documentary History of Photography's First Hundred Years, and Editor T. J. Maloney's Critique on American Work in 1940.

At $2.95 per copy—a price made possible only by the success of previous U. S. Cameras and the complete cooperation of every branch of photography—U. S. CAMERA is a fabulous bargain which we recommend to all our readers.

Additional Features for 1940

1. Limited Edition of 30,000 copies. POSITIVELY *ONE* PRINTING.
2. Beautiful Permanent Binding which provides the costliest and handsomest cover the Annual has ever had.
3. Every photograph is reproduced from the finest engravings by the most expensive letterpress printing. The paper and ink used are the kind reserved usually for books selling at from five to ten dollars.
4. Biographical data of over 200 ace American photographers, as well as complete photo data on every picture in the 1940 Annual.

Order Your Copy of America's Premier Photographic Annual NOW . . .

At the Remarkaby Low Price of Only

$2.95

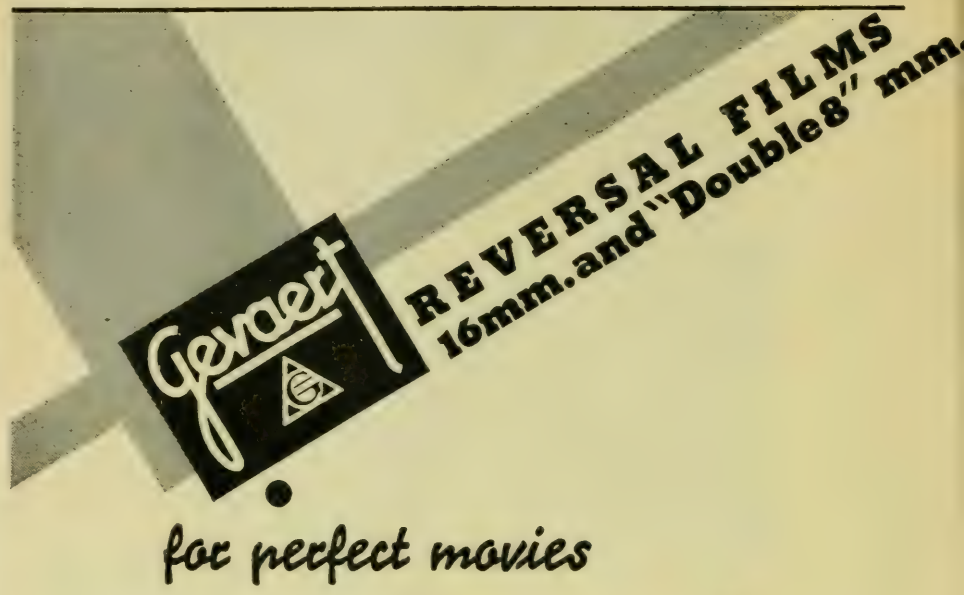
Barré Lens Shade and Filter Holder



Dealer orders invited.

The Barre lens shade and filter holder is constructed of heavy Duraluminum and is perfectly finished. The two-piece construction allows the filter to be held firmly in place. Filter or diffusion disk may be changed without the need of individual holder for each filter. The inside of this accessory is painted with a flat black to reduce the possibility of reflection.

Barre sunshade and filter holders are available in many sizes, to fit all standard cameras, with outside lens diameters from 8 to 60 mm. Please specify camera and lens when you order. Prices reduced recently to new low levels. Detailed list sent on request.



16mm. PRICES

PANCHRO SUPER REVERSAL: 50 ft. $3.25, 100 ft. $6.00. PANCHRO MICROGRAN REVERSAL: 50 ft. $2.50; 100 ft. $4.50. ORTHO REVERSAL: 50 ft. $2.50, 100 ft. $4.50. No additional charge for processing. Return postage of processed films prepaid.

Double 8 PRICES

PANCHRO SUPER REVERSAL, $2.25; PANCHRO MICROGRAN REVERSAL, $2.25; ORTHO REVERSAL, $2.00. These films are supplied in 25 foot lengths of 16mm. width, pre-scored to enable separation into two 8mm. width lengths. No additional charge for processing. Return postage of processed films prepaid.

These films are favorites with the serious cinematographer. He finds them easy to use in his camera—and most satisfying in *quality*. Fast speed gets the scene under unfavorable light conditions—and clear sharp register of action such as found in sports. The color balance reproduces a perfect black and white rendering of all colored objects. And—fine-graininess assures "theatre quality" projection. Processing laboratories are located all over the world thus giving the movie maker a prompt and efficient reversing service wherever he may be. As a suggestion to start the outdoor movie making season confidently and with enthusiasm we recommend these three films. Try them out and enjoy the thrill of making "perfect movies."

THE GEVAERT COMPANY OF AMERICA, Inc.

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New York Boston Philadelphia Chicago San Francisco Toronto Montreal Winnipeg

Lite-Pruf Papersafe

Speeds Up Your Darkroom

The Lite-Pruf Papersafe is made of extra heavy fibre board covered inside and out with black light-proof coating. It automatically closes itself when the lid is released and completely protects your paper. The convenient size, 8½x 11½x1¾, makes it suitable for contact and enlarging papers. A blank label on the front permits identification of the contents. We suggest one Lite-Pruf Papersafe for each grade of paper.

Price — 50¢

Two-Lite Safelight

A most convenient method of providing the right illumination for your developing, printing and enlarging. The lower portion of the Safelight is readily removable by a half turn and the Safelight then becomes a white light for inspection purpose. The lamp suggested is a 7½-watt frosted bulb. The outer globe or Safelight is made of shatterproof plastic in three colors—red, yellow and green.

Price — 50 cents each

Two-Lite Senior

The demand for a lamp larger than the Two-Lite Safelight has resulted in the Senior model. The Senior model is available in four colors—ruby red, green, amber and orange. The larger size permits the use of a 7½-, 10- or 15-watt lamp. Be sure to specify the color wanted.

Price — $1.20 each

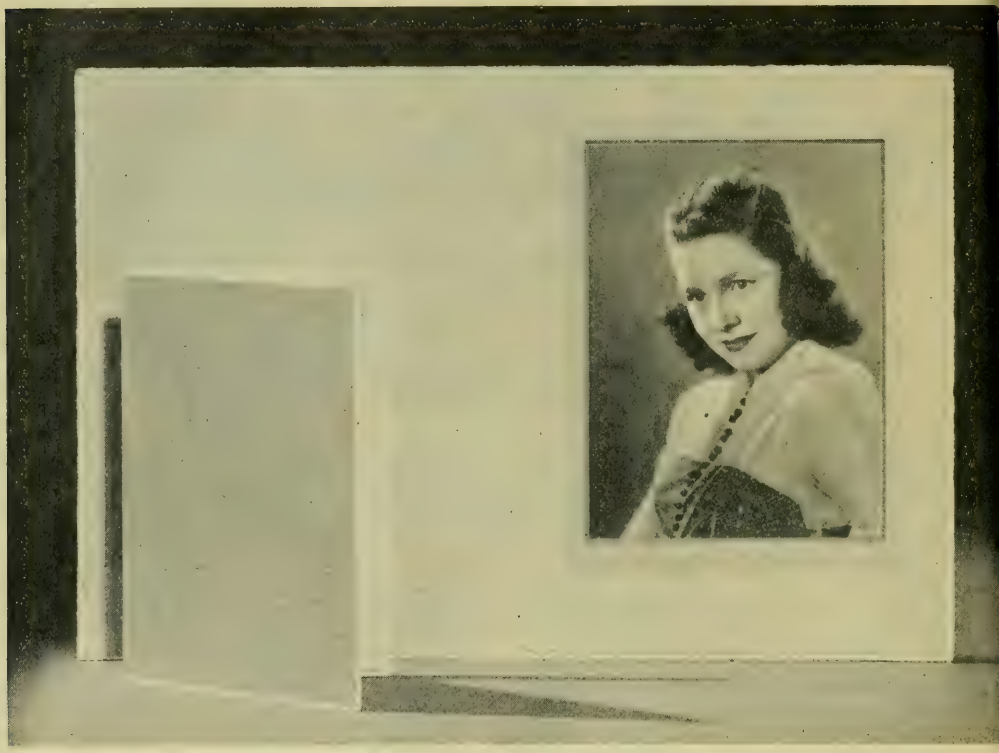
Three-In-One Shatterproof Thermometer

Thermometer - Stirring Rod - Pestle

Here is a useful accessory that will serve three purposes. The thermometer is guaranteed accurate and is marked to indicate 65 degrees, the normal developing temperature.

Price — $1.50

A Quality Folder



THE ARISTOCRAT

The insert design embodies the popular silver beveled edge at opening, set in a soft etched tint.

The cover is a dainty white baby-alligator embossed pattern—coating makes it serviceable.

This is one of the styles you need for good priced portraits. Become acquainted with it—for 15 cents we will send you a sample of the 4x6 size and include the PATRICIAN, a companion easel style.

EASTMAN KODAK COMPAN

CHICAGO [TAPRELL LOOMIS DIVISION] ILLINO

erry's  Corner

By Himself

I met a swell girl, at a Christmas party, named Carroll.

And all this time I thought a Carol was a hymn.

I wish I could Metol my readers to tell them about Mini Cam, an American Beauty who was a shutterbug fan.

In a magazine she saw an ad of a Fink wearing a sunshade and a make-up that made him look like Rubinol and his violin. His name was given as Ed Wall. The ad said he was the champlin detective.

So what does she do but clip the ad and send him a cable, nitrate, of course, to ask if he will finder gamma, who was last heard of from Elwood, out in the Weston states.

Tanks, he wrote back, quick as a flash, ammonia an amateur and this is a job for a professional. I ortho get instantaneous results if I go at it Hammer and tongs. Even if she has a Defender, I'll holder if I have to roller to restrainer, which, of course, goes against the grain. I'd rather not sulfite. Same old bromide, you know, because he really didn't have a super sensitive nature.

Elkay, she wires back, stay with it till the Roselieves fall from the Bush.

To intensify his search, he had to develop every lead, till the flood of proofs, both negative and positive, became a drain on his time.

In some way the news managed to filter out, and was Wellcome news to Apac of two timers, who offered to deckle with him.

One of these had been trimmed in a game of trays and spots, but he was still the best shot and was the Victor with his rod. He shot his man at F4.5 right in the diaphragm, and without a range finder. What a fix he was in!

The other was an agitator who let something slide in a salon about a blow up, and enlarged on it till he made an exhibition of himself.

But they left themselves wide open, because a Federal, who came to Probus, saw him reel under the weight of his kit and soup, so he lens a Marshal to arrest them. His name is See Sharp, otherwise known as the Master Dodger, and always wore a Derby. He caught them with the Goerz.

That runs down the curtain, because on the stand the prisoners decided to switch their story, and, if the judge would release them from stir, they would go straight and on the level.

I shutter to think what might have happened.

—JERRY.

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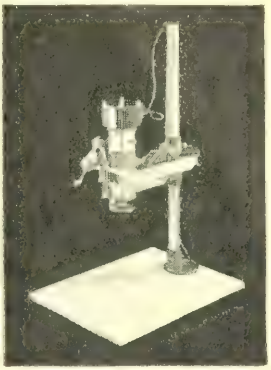
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Description and illustration of any article gladly sent on request.

OMEGA B ENLARGER



DUST FREE NEGATIVE CARRIERS working together with the protection of the dustbag is the proven way of insuring the user of spot-free enlargements. Film can be advanced without removing roll from carrier giving the ultimate in ease of perfected operation.

FOCUSING LEVER a full 6½" working with a "floating-in-oil" smoothness, make the micrometer focusing a joy to work with and the results something to be proud of . . . no matter how inexperienced you may be.

SWINGING HEAD on enlarger affords an ample arc from side to side that can be responsible for unique composition.

ADJUSTABLE LAMP HOUSING makes it possible to get big prints as sharply defined as the small ones.

DOUBLE CONDENSER and DIFFUSION ILLUMINATION system gives brilliant light when using economical low wattage bulbs.

TAKES NEGATIVE SIZES UP TO 2¼"x2¼"—makes enlargements up to 16 diameters on baseboard.

BUILT-IN RED SCREEN is quickly adjustable for safe working with paper on easel and placing of negative.

INTERLINE TUMBLER SWITCH ON CORD is handy and trouble-free in operation.

ACCESSORIES AVAILABLE INCLUDE negative holders for all sizes smaller than 2¼"x2¼" with mounts for Leica, Contax, Exakta, Kine Exakta, National Graflex and Korelle Lenses.

Complete, but without lens, **reduced to**.....**$52.50**

OMEGA C ENLARGER

The grade AAA machine in the field! Gets superior big prints from every miniature film size! Of scientific construction so sensitive that even a beginner can get plus-perfect results. So ruggedly built that on the enlarged print there is never a danger of fuzziness from vibrations.

SCIENTIFICALLY COOLED LAMPHOUSE—unique Dyna-Thermal ventilating system keeps lamphouse at low temperature that is safe for your negatives.

12" FOCUSING LEVER makes focusing as simple as breathing! Of micrometer type, you always get a focus as sharp as a razor edge!

ENLARGES TO 20 DIAMETERS on the baseboard with definite assurance of correct illumination over entire area.

COUNTERBALANCED ENLARGING HEAD insures against accidental toppling no matter what position it moves into.

DUST FREE NEGATIVE CARRIERS assure enlargements that are not spotted from dust grains on negatives. A special dust-bag feature keeps entire carrier section perfectly clean. Film may be advanced without removing roll from the carrier.

Complete, but without lens, **reduced to**.....**$69.50**

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Pair of 3-inch **Mounted Condensers** in modern metal mount.

Bargain Price **$3.00**

Cine Kodak, Model 20, for 8 mm. film, fitted with F3.5 lens.

Bargain Price **$23.50**

Rubio 16x20 Enlarging Paper Easel.

Bargain Price **$12.75**

Quickset Easel for 11x14 paper. Excellent condition.

Bargain Price **$5.50**

Perutz Ultra Fine Grain Developer. Each package sufficient for 20 ounces.

Bargain Price per pkg..... **95¢**

Eastman Studio Double Reflector on stand.

Bargain Price **$15.00**

Beattie Portopan 4-Unit Lamp for Photo Flood bulbs. Includes stand.

Bargain Price **$37.50**

Kalart Micromatic Flash Synchronizer. Have only one to offer.

Bargain Price **$8.50**

5x7 Professional View Type Camera.

Bargain Price **$15.00**

Korona Panoram Camera, 12x20. Camera has 22¾" bellows and includes a film holder. Condition like new.

Bargain Price **$65.00**

Zeiss Magniphot Enlarger, without lens, for 35 mm. film.

Bargain Price **$26.50**

B & W Exposure Meters and Diaries. Worth several times the bargain price for the photographic information these books contain. They are 1938 editions.

Bargain Price ..... **50¢** each

Pako Jr. Printer, rebuilt and in excellent condition.

Bargain Price **$42.50**

Mergon Cold Enlarging Lamp and auxiliary sufficiently large to cover 6.2 x 8.2 negatives.

Bargain Price **$18.50**

B & L Balopticon Slide Projector for standard 3¼x4 slides with extra carrier for 2x2 slides. Includes two lenses, one of 6" and one of 14" focus and is designed for use with 500-watt T20 lamp.

Bargain Price **$42.50**

F & S Curtain-type Studio Shutter. Opening is 3½ inches; outside dimension, 7x7.

Bargain Price **$4.95**

Pako Stainess Film Clips in fine condition.

Bargain Price ..... **15¢** each

Bargains for the Photographer

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Description and illustration of any article gladly sent on request.

GREETING CARD MASKS

No. 2 Greeting Card Production Outfits (1938) for French folder cards.

Bargain Price,
while they last **$2.00**

Wilson Greeting Card Masks (1939).

Bargain Price,
while they last **$3.00**

Willo Greeting Card Outfit for various occasions (1938 sets).

Bargain Price **$1.75**

While the above sets were featured last year, there is nothing about them to indicate the year for which they were designed and it should be understood they can be used from one year to another.

Pako Liberty Model Matte Print Dryer, fitted with new apron. This is a gas heated dryer with 110 volt AC motor. Fine for matte prints, photostat prints, and similar use.

Bargain Price **$60.00**

Pako Liberty Model Matte Print Dryer with new apron. This is an electric heated dryer in good condition.

Bargain Price **$120.00**

11x14 Crown Printer No. 2 in condition like new. This is an 11x14 table type professional printer.

Bargain Price **$52.50**

Ansco 8x10 Universal View Camera with 2½-inch #8 Packard Shutter. Excellent condition.

Bargain Price **$49.50**

SILENT STUDIO SHUTTERS

This popular shutter has been discontinued. We close out our stock of the following:

4-inch diameter **$4.50**
5-inch diameter **5.50**
4½-inch diameter **4.75**
6-inch diameter **6.50**

Testrite Folding Flood Lamp Stands. Maximum height, 4½ feet.

Bargain Price ..... **$1.95** each

Testrite No. 10 Reflector with 6-foot stand.

Bargain Price **$7.50**

Pair of 14-inch book mounted **Condensers,** in excellent condition.

Bargain Price **$65.00**

Zeiss Magniphot Lighting Attachment.

Bargain Price **$19.50**

Federal Automatic Fixed Focus Enlarger, Model 835, for 35 mm. negatives.

Bargain Price **$10.50**

F & S Curtain-type Studio Shutter. Opening is 5 inches; outside dimension, 9x9. Fits into studio camera like a lens board.

Bargain Price **$6.00**

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

8x10 Korona Film Holders, shop worn, but quite serviceable.

Bargain Price $2.50

SAMSON JUNIOR TRIPOD

A favorable purchase enables us to offer a bargain in a medium-weight, well-constructed wood tripod. This tripod resembles the Samson Senior and is a two-section tripod weighing just 2 pounds. When closed the length is only 29 inches, and fully extended it has a length of 54 inches. The tripod is quite rigid for such light weight.

Bargain Price $3.85

Telescopic Metal Stand consisting of four sections with total height of 15 feet.

Bargain Price $12.00

Kodascope C, 16 mm., motor driven, Projector. Capacity 400 ft. reel.

Bargain Price $15.00

B & L 11B Tessar F6.3 Lens in barrel. Fine for enlarging.

Bargain Price $25.00

Pair of **12-inch Mounted Condensers.** Will be sold unmounted if wanted.

Bargain Price:
$29.50 per pair mounted
or **$20.00** per pair unmounted

Kodak Miniature Enlarger, Model B, with F4.5 lens and focusing mount, with paper cabinet base. Looks like new. Negative size 2¼x2½ or smaller.

Bargain Price $56.00

Mendelsohn Universal Synchronizer, complete.

Bargain Price $16.50

8x10 Eastman 2D View Camera only.

Bargain Price $29.50

5x7 Professional View Camera, without case. 15" bellows. Fine condition.

Bargain Price $16.50

Weston Model 650 Exposure Meter with case.

Bargain Price $14.50

4x5 Willo View Camera. Has 15-inch bellows, in case with one film holder. Looks like new.

Bargain Price $25.00

Beattie Arc Spotlight with Stand. Has been used, but still quite serviceable.

Bargain Price $18.50

9x12 cm. Kodak Recomar Camera with KA F4.5 lens. Focusing Panel, Film Pack Adapter, three Holders and Case included.

Bargain Price $54.50

4x5 Speed Graphic with Graflex Back. Fitted with 13.5 cm. Zeiss Tessar Lens in ring Compur Shutter. Film Pack Adapter, Focusing Panel and Kalart Rangefinder are included.

Bargain Price $119.50



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MAKE BETTER SALES

QUALITY in your portraits depends upon the ability of the print to reproduce the quality of your negatives. The majority of photographers use Vitava Opal because it reproduces the finest gradations of light and shade in rich and brilliant prints, with pleasing warmth of tone. Eastman Kodak Company, Rochester, N. Y.

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SPEED alone is not enough in modern commercial and illustrative photography. There must also be depth, gradation, modeling, fine rendering of flesh tones. Tri-X Panchromatic gives you speed plus these qualities. The unretouched illustration above is from an 8 x 10 negative, made with 14-inch Ektar lens, f/16, 1/75 second with front illumination of only 2 No. 1 Photofloods. Eastman Kodak Company, Rochester, N. Y.

TRI-X PANCHROMATIC

FOR EXTREME SPEED PLUS QUALITY

THE FOCUS

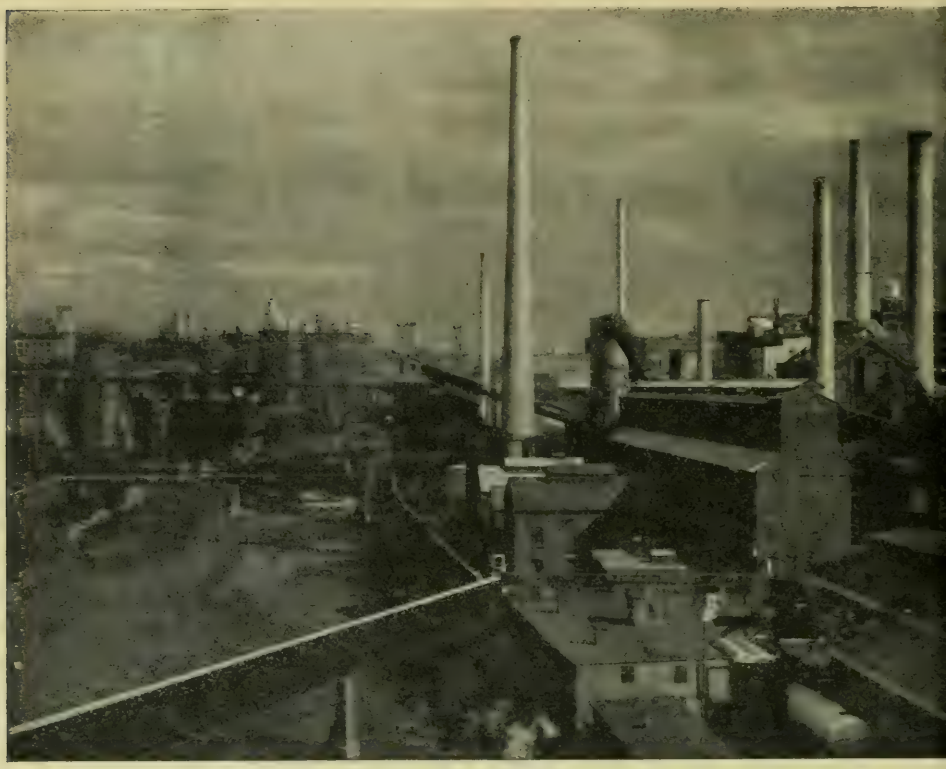
Published Monthly in the Interests of Professional Photography

VOL. XVI JANUARY, 1940 No. 1



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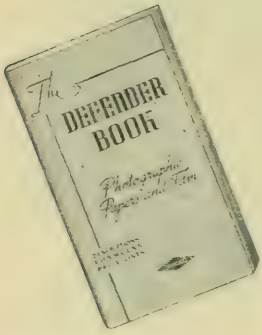


Photograph by
ALBERT MICHAELS

INDUSTRIAL ROCHESTER
Print: *Illustro* (Velour Black)
Negative: *Fine Grain Panchromatic*

Velour Black

for prints by projection



DEFENDER BOOK. Complete listing, directions, prices. Free on request.

A print on Velour Black from any good negative proves, by comparison, the unmatched quality of this Defender Paper.

Note the unique tonal crispness with no trace of haze or "smoke." Quality is evident. Then think back how quickly and easily the print was made.

You learn then about the Velour Black features that make long-lasting friendships — quality, speed, simplicity.

Select any of the present 26 Velour Black surfaces to make your test and comparisons. Each of the 26 is—Velour Black.

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ROCHESTER, N. Y.

THE FOCUS

Prepared and Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE

239 Grant Avenue, San Francisco

The Largest Independently Owned Photo Supply House in the West

VOL. XVI JANUARY, 1940 No. 1

INTRODUCING—



ERNEST BROOKS . . . Photographer, of Lompoc, California, has proven that home town opportunities are by no means limited. Mr. Brooks' career is a story of a small town boy who made good —at home. Naturally, he left home to study in the city, in his case Los Angeles, but he came back to begin what is today a real business from any point of view. Though he was born in Arroya Grande, not far from Lompoc, most of his life has been spent in the Valley Beautiful.

He was brilliant throughout his school years and graduated with honors. He attended Art School, and later studied Commercial lettering at the Frank Wiggins Trade School. His friends predicted great things for him in the world of Art.

It was while working in sign shops and making lobby displays in theatres, that he became interested in lantern slides. He made his first layout for a slide and took a picture of it in 1931. He purchased his first cameras and supplies in San Francisco at Hirsch and Kaye's and when he returned home, put on a baby photo contest for the theatre manager in Lompoc. This made him a professional photographer and he, enthusiastically as well as tirelessly, began to build up a prosperous establishment. His first studio was in the rear of a jewelry store. Within six months, this energetic and ambitious young man moved to a new location and the title, The Camera Shop, was acquired. Hours meant nothing to him, as hours, and still don't, so in a surprisingly short time The Camera Shop moved again to its present home, a much larger building with a more adequately equipped studio. A department for magazines, office supplies and gifts was added and managed by his sister, Laura Brooks O'Dale.

Mr. Brooks has a wife and two children, is a member of the local Chamber of Commerce and on the publicity department committee. He is First Mate in the Sea Scouts and believes that if it were possible to have a hobby besides photography, it would be boats.

He serves the public pleasantly and enjoys people but during the last year he has found his real forte: flower photography. His home town, though a small town, is the ideal place for him to follow this hobby within a profession, because Lompoc is *the* flower seed growing center of California, where the W. Atlee Burpee Co. seed farms, covering thousands of acres, are situated. Burpee Co. is the largest mail order seed house in the world and this fall are printing in Philadelphia, the first seed catalogue to be published in NATURAL COLOR, pictures by: ERNEST BROOKS. Of this achievement Mr. Brooks is justly proud. The intricacies of flower photography are beyond our concern at this time. However, if anyone has an idea that being a flower photographer is a sinecure, he should be disillusioned at once be-

(Continued on Page 5)



1940

● The lovely 1940 styles of "Gross" Mountings set a new vogue which will endure. They will blend over the years with sparkling features which do not grow old but retain their freshness despite changing fads. There is an essential goodness to "Gross" Mounts — plain, rugged merit which makes them a symbol of value—a dedication of all Gross' resources to the production of better mountings. If our traveler does not call write us for the 1940 illustrated booklet

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Ernest Brooks

(Continued from Page 3)

use a flower has its "whims" as do man subjects, and a seedsman is difficult to please as the husband a beautiful woman. Recently Mr. rooks has installed an Autotransrmer in his studio to hold the voltge at exactly 120 volts, as most of e flowers are photographed under tificial light, and always, when true lor is needed.

In the near future, his flower picres will appear in Country Gentleman, Saturday Evening Post, and her magazines, as illustrations for rticles written by David Burpee.

Mr. Brooks is now en route to outh America for a two and onelf months' journey on a special asgnment. He is still under thirty ears of age and continued progress his chosen profession is inevitable. o Winchelize a bit, one might sugest an ORCHID for Mr. Brooks, ut that gentleman, being more interted in the common variety of the ower species, might well retaliate ith: "And a marigold to you!"

Projected On a Raven Screen

At the premiere showing of the Wizard of Oz", at the Capitol heatre in New York City, the film as projected on a screen containing 300 square feet of screen area.

The theatre has a seating capacity f 5400 people at one time. It is gnificant that first releases of all reat films are shown in this theatre, hich selected and installed a Raven creen after thorough tests and comarison.

Anyone can enjoy this same screen atisfaction if they will specify a Raven Screen in either the Beaded or Half-tone model. For Kodachrome rojection the Half-tone model is espeially suggested.

Hirsch & Kaye are distributors of he Raven line of screens.

The Front Page

The picture on the cover was furnished by the Gevaert Company, whose film made the negative. Gevaert products have been advertised in "The Focus" since the first number made its appearance in 1924.

Elected

The Associated Photographers of the Sacramento and San Joaquin Valley met on January 13 for the election of officers. The following were elected:

Burt Hodson, Sacramento, Pres.
Mrs. R. H. Flood, Oakdale, Secy.
Clarence Burkett, Sacramento, Treas.

It was decided there would be no convention in 1940, but the Association agreed to start early this year to put on an effective convention in 1941.

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Earl M. Cilley of Marysville came to San Francisco to attend a meeting of one of the groups of non-photographic nature, in which he is interested.

* * *

R. S. Wilfley of Medford made a trip to look over new equipment in connection with expansion of his business and new location.

* * *

Mr. and Mrs. K. Cook of Hollister were in San Francisco for a brief visit.

* * *

Mrs. H. A. Staples of the Staples Studio, in Chico, was in San Francisco for a brief visit and called on us.

* * *

Mr. Guy D. Edwards of the Garden Studio, near Concord, was one of our recent visitors.

Wollensak means Good Lenses

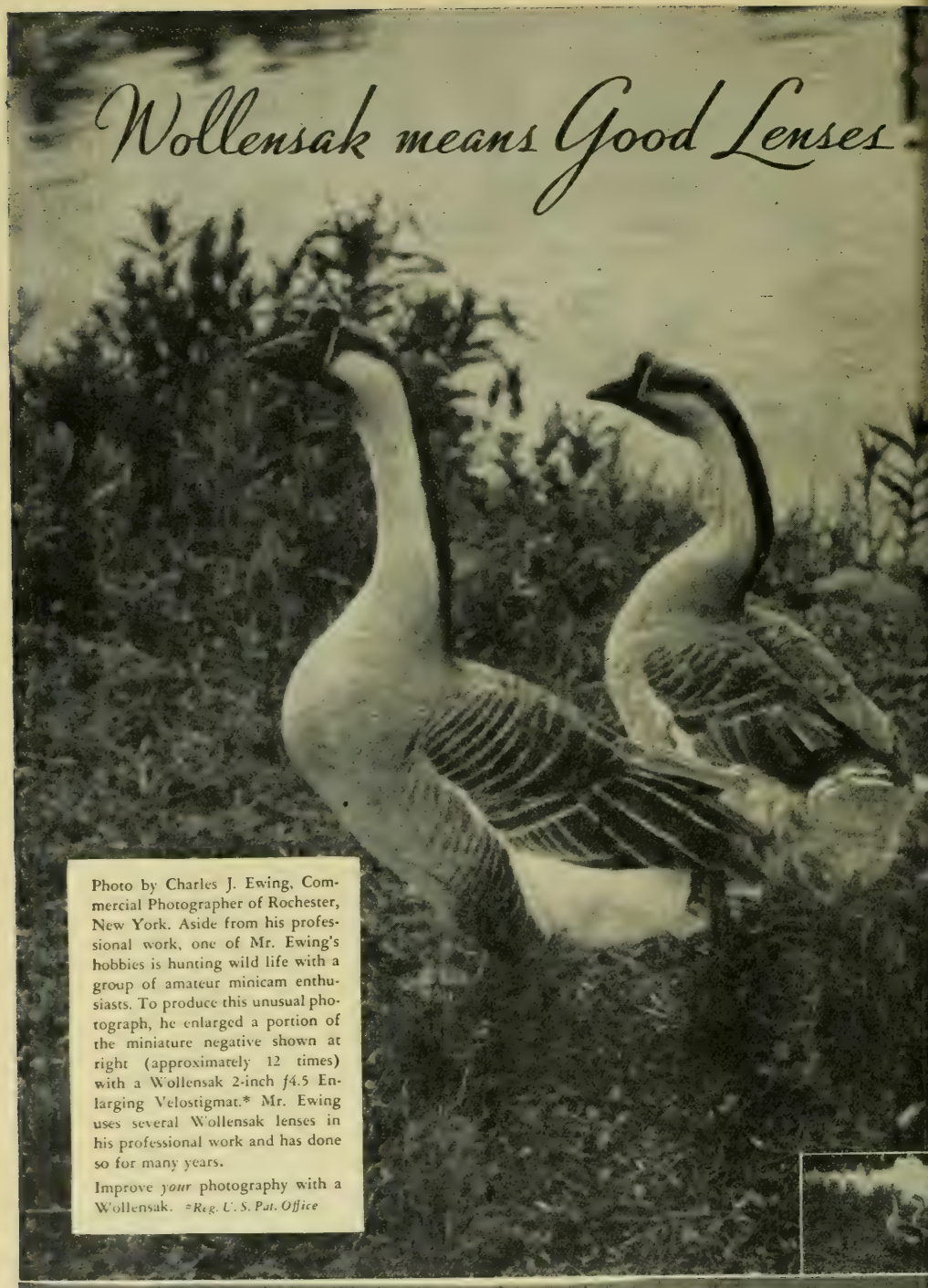


Photo by Charles J. Ewing, Commercial Photographer of Rochester, New York. Aside from his professional work, one of Mr. Ewing's hobbies is hunting wild life with a group of amateur minicam enthusiasts. To produce this unusual photograph, he enlarged a portion of the miniature negative shown at right (approximately 12 times) with a Wollensak 2-inch *f*4.5 Enlarging Velostigmat.* Mr. Ewing uses several Wollensak lenses in his professional work and has done so for many years.

Improve *your* photography with a Wollensak. *Reg. U. S. Pat. Office

For Movies, Candid, Enlarging, Action, Stills

WOLLENSAK OPTICAL CO., ROCHESTER, N

FLUORESCENT *lighting*

New Light Source Increases Efficiency 15 to 30 Times. For Professional Use in Studios and Enlargers. Permits Brief Exposure In Color Work.

By JACK PRICE, in *Minicam*

ANY review of the evolution of photographic lighting must begin with sunlight, the primary light source of photography. All photographs, contact prints and enlargements once were made with this medium. . . . The most realistic approach to a satisfactory light was the Cooper-Hewitt mercury-vapor tube introduced when the carbon-arc was in its heyday. It was clean, comparatively rapid, constant, cool and more practical than any of its predecessors. Its pre-eminence over any light of the transition period is illustrated by its retention as the lighting element in many of the studio and enlarging lamps of today.

The high-wattage Mazda lamps that followed, deficient as they were when used with the color-blind and orthochromatic emulsions of the period, nevertheless found immediate favor with the profession because of compactness and easy portability for all interior work.

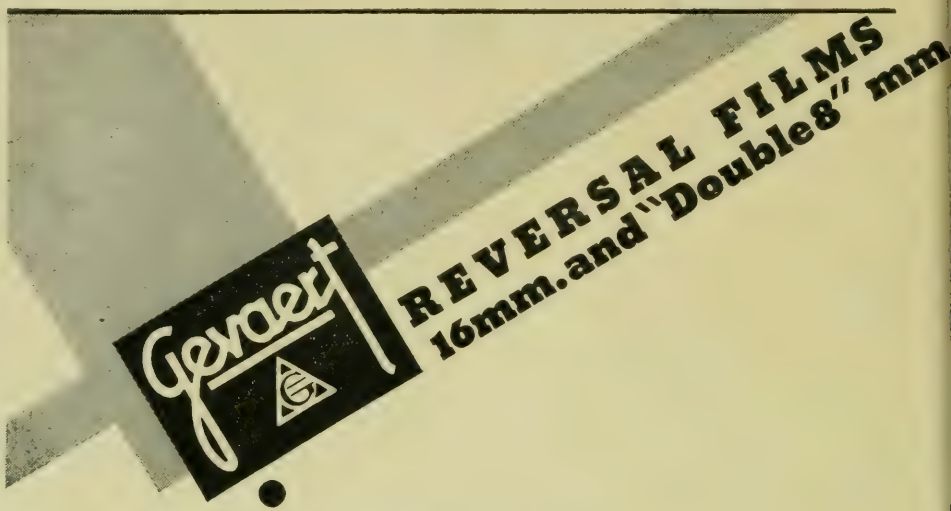
Manufacturers also were developing emulsions of increased speed. The first panchromatic film was somewhat slow, but nevertheless faster than the orthochromatic emulsion when used with the Mazda lamp. Progressively, film speeds were accelerated to the effective rapidity of present-day supersensitive panchromatic emulsions, and photographers were obtaining constantly better pictures with the Mazda lamp. Lamp manufacturers, too, were steadily stepping up lamp power in terms of light intensity and, conversely, reducing bulb sizes. Numerous special lamps were developed for various photographic uses and processing.

When miniature photography became popular, the lamp assumed a new importance. All enlargers for miniature films were equipped with tungsten-filament bulbs. Professional and amateur photographers alike employed them for exposures. The insistent demand for a light of greater intensity for indoor photography produced the photo-flood lamp. In this, increased luminosity was achieved without any increase in the size of the bulb. In 1930 the flash-lamp appeared as a new light source for instantaneous photography. Its practical application was, however, more or less restricted to taking high-speed news photos. With color photography now in the ascendent, the need of a correct light source became increasingly apparent. Almost every type of lighting was experimented with. For general coverage the flood and the flash-bulb were almost exclusively employed.

Now a hiatus developed during which there were no conspicuous contributions in the field of photographic lighting until the epochal announcement by the General Electric Company that its scientists had developed a practical fluorescent light.

The phenomenon of fluorescence is centuries old. Numberless rocks, chemicals, organic and inorganic substances have the property of becoming luminous when exposed to certain radiation. Fluorescent substances used in lamps absorp ultra-violet energy and re-radiate it in the longer wave lengths visible to the eye.

(Continued on Page 9)



for perfect movies

16mm. PRICES

PANCHRO SUPER REVERSAL: 50 ft. $3.25, 100 ft. $6.00. PANCHRO MICROGRAN REVERSAL: 50 ft. $2.50; 100 ft. $4.50. ORTHO REVERSAL: 50 ft. $2.50, 100 ft. $4.50. No additional charge for processing. Return postage of processed films prepaid.

Double 8 PRICES

PANCHRO SUPER REVERSAL, $2.25; PANCHRO MICROGRAN REVERSAL, $2.25; ORTHO REVERSAL, $2.00. These films are supplied in 25 foot lengths of 16mm. width, pre-scored to enable separation into two 8mm. width lengths. No additional charge for processing. Return postage of processed films prepaid.

These films are favorites with the serious cinematographer. He finds them easy to use in his camera—and most satisfying in *quality*. Fast speed gets the scene under unfavorable light conditions—and clear sharp register of action such as found in sports. The color balance reproduces a perfect black and white rendering of all colored objects. And—fine-graininess assures "theatre quality" projection. Processing laboratories are located all over the world thus giving the movie maker a prompt and efficient reversing service wherever he may be. As a suggestion to start the outdoor movie making season confidently and with enthusiasm we recommend these three films. Try them out and enjoy the thrill of making "perfect movies."

THE GEVAERT COMPANY OF AMERICA, Inc.

6370-72 Santa Monica Boulevard, Los Angeles

New York Boston Philadelphia Chicago San Francisco Toronto Montreal Winnipeg

FLUORESCENT LIGHTING

(Continued from Page 7)

While the idea of a fluorescent light ource has engaged scientists for a ng time, the problem of developing practical lamp has been far from mple. Such a lamp depends on a ow of electrons between two elec-odes. The ability of gas or vapor to ecome luminescent, that is, to emit ght under the influence of the flow f electrons through it, is due to a ollision of the speedy electrons with ne atoms of the gas. When these en-ounters occur, an excitation takes lace, which in the case of the ex-ited gas produces light.

In the colored fluorescent lamps, ne objective was merely to produce a ange of pleasing colors, but in the aylight lamp, the objective was to uplicate the whiteness of natural aylight specified by color tempera-ure as 6500 degrees Kelvin. This neans distributing the energy nroughout the colors of the spectrum s closely as possible to that occurring n daylight. This is accomplished by a roper blending of powders or "phos-hors" within the lamp.

The fluorescent lamp without its oating of powder is essentially a ransparent glass tube containing a mall drop of mercury and a small mount of argon gas to facilitate tarting. Mercury is used as the con-ucting vapor because of its high effi-iency in the production of the ultra-iolet radiation that activates the hosphors with which the inside of he lamp is coated.

Study of the development of a prac-ical fluorescent light was initiated at he General Electric laboratories. It s somewhat of a paradox that irre-pective of the color of the light mitted by any of the fluorescent lamps ll coating phosphors are white These owders when dissolved are of heavy onsistency. They are poured into the lowly rotating tubes and then set side for drying.

It was approximately a year ago that a lamp meeting all of the rigid requirements of the laboratory was completed. To determine its applica-tion to photography Robert E. Wor-stell and Ralph Farnham, staff elec-trical engineers, expert photographers and lighting counsellors to the motion picture industry, embarked on a series of tests that literally gave the light the works. Their first experiments with the fluorescent lamp as a light source were confined to black and white. These indicated unmistakably that this light is destined to revolu-tionize some phases of photographic illumination.

Because of its size and shape, the fluorescent lamp does not produce a concentrated beam of light for use in spotlights and other projectors. It is recommended that photoblue-bulb tungsten-filament lamps be used to supplement the fluorescent units. Clear-bulb tungsten-filament lamps were recommended for auxiliary light-ing in conjunction with the white fluorescent lamp.

Since the daylight lamp has spec-tral qualities similar to daylight, and the white lamp is similar to a high efficiency tungsten source, the speed rating of the emulsion designated for daylight and tungsten may be used. Density of negatives may be achieved by the required variation from the normal rating.

In experiments conducted, employ-ing a single bank of eight 48-inch fluorescent tubes, pictures were taken with a 4x5 Speed-Graphic fitted with *f*4.5, 13.5 cm. lens on Super-press Orthochromatic and Panchromatic film at 1/50th of a second with a lens aperture of *f*6.3. All negatives were fully timed. A white cloth re-flector was used on the shadow side of the subject, resulting in a tran-sparent shadow. This was due to

(Continued on Page 11)

AFTER MANY YEARS...



NEGATIVES may be salable after many years. This use of two unassociated shots by a well-known Chicago studio, illustrates the point. Your files may contain many such negatives, which combined would make dramatic illustrations. But develop the new print with Mallinckrodt Photo-Purified Chemicals, which through the years, have been a standard of quality.

Mallinckrodt

CHEMICAL WORKS

2nd & MALLINCKRODT STS., ST. LOUIS, MO. 70-74 GOLD ST., NEW YORK, N. Y.

CHICAGO PHILADELPHIA TORONTO MONTREAL

FLUORESCENT LIGHTING

(Continued from Page 9)

the soft quality of the fluorescent light which eliminates harsh shadows.

Further experiments conducted in studios and employing color film, indicated that the light holds high promise as an illuminant in this type of photography. In operating under the fluorescent light with color film, the routine outdoor procedure was followed. Daylight color film was used with the filter prescribed for it, and excellent results were obtained.

Of all the artificial light sources, the fluorescent lamp emits the highest actinic ray for photographic purposes. When using it no diffusion screen is required. This is a decided advantage as such screens sacrifice approximately fifty per cent of the light. A fluorescent unit does not have the "carrying power" of tungsten-filament or arc equipment. "Carrying power" may be defined as candle power in a given direction. With a concentrated source of high brightness a high candle power is possible. As this cannot be attained with the fluorescent lamp alone, a combination of sources having a relatively high degree of concentration and the fluorescent lamp appears to provide the required carrying power.

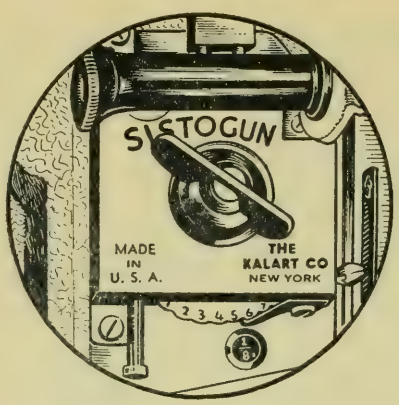
Undoubtedly this new light source will be heralded as a boon to all photographers. Its advantages are many. With it the photographer may, for the first time, photograph subjects naturally and without any of the manifestations of discomfort and self-consciousness incident to posing under concentrated and extremely hot lights. Under the comparatively heatless and glareless fluorescent lamp complete relaxation in a comfort heretofore unknown is decidedly possible.

The grimacing and squinting common to photography under the more powerful lights in contemporary use are eliminated when fluorescent light is substituted. Weak eyes particularly sensitive to strong light will not water nor inflame under the benign fluorescent; nor will the tongues of pet animals whose pictures are being taken loll from dripping mouths as they do under the stronger Mazda and arc lights. Babies and children are less restless, and are photographed with a total absence of the startled and starey-eyed expression that usually accompanies the use of more powerful lights.

Commercial photographers should welcome it as the fulfillment of a long-awaited need. Models posing for long stretches under fluorescent light have shown a conspicuous absence of physical strain. Make-up does not run, and outer and under garments retain form and freshness impossible under lights that induce perspiration. The temperature of air-conditioned studios is negligibly affected by the low temperature fluorescent. Thus rated and uniform performance of film is assured. It is the coolest light ever developed for enlarging work. With it wet negatives may be printed without the fear of damage to film that usually attends the use of the hotter lamps. The light is even, and though a trifle slower in speed, it produces better results.

With its wider general acceptance by professional and amateur photographers as a lighting medium, it is logical to expect that appliance manufacturers will devise a variety of portable and studio units for these lamps. The fluorescent lamp family produced by the General Electric Company consists of the 18-in., 15-watt; the 24-in., 20-watt; the 36-in., 30-watt; and the 48-in., 40-watt tubes. The 18-in. and 24-in. sizes are recommended for amateur use, and the larger tubes for professional work.

Ask HIRSCH & KAYE for catalogs.



KALART SISTOGUN

Back Curtain Synchronizer For Speed Graphics

Sistogun fits readily under the winding knob—does not interfere with the Lens-Coupled Range Finder.

With Sistogun and the new long-peak wire-filled flash bulbs, camera men may synchronize their Speed Graphics without loss of shutter speed, even at 1/1000 second. The Sistogun can be used to synchronize all accessory lenses even if these lenses are not mounted in a shutter.

Exerts no braking action on the curtain.

Designed by News Photographers.

Write for Descriptive Folder. **Price $12.00**

THE KALART COMPANY, INC.

915 BROADWAY
NEW YORK, N. Y.

TAFT BUILDING
HOLLYWOOD, CALIF.

Shatter-proof Graduates

The popularity of shatterproof funnels, print tongs and trays has caused the production of Shatterproof Graduates. These are marked with double scale permitting the use of them for metric measurements. Clear as crystal and easily kept clean.

8 ounces	$ .40
16 ounce	$ .60

SWING HEAD

A TRIPOD HEAD WITH THREE MOVEMENTS

Swings — Pans — Tilts

This accessory is designed for use with all miniature and candid cameras, as well as motion picture cameras. It is made of light weight metal, heavily chromium plated and with attractive lines. A feature of this accessory is the removable legs for table top use. It is locked in any position by a twist of the handle.

Price $3.75

Beattie Fluorescent Lamps

IT IS a pleasure to announce that we are distributors for the popular Beattie line of Fluorescent Lamps and other lighting appliances. We are especially enthusiastic about the Model FDL Fluorescent Flood Light, which is furnished with 8, 24-inch tubes, each backed by a special alcite reflector of carefully calculated curvature.

Each reflector practically doubles the output of its tube. The yoke-mounted lamp head is free to tilt at any angle. Twin deflectors and drapery screen provide detailed control of the light. The light area, which measures 25"x29", is large enough for negatives with finest quality and small enough for maximum speed and absolute control. This form of lighting is known as a cold light, and practically eliminates retouching.

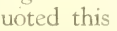
The lamp is mounted on a large 3-point base, which design eliminates any tendency of the lamp to rock on an uneven floor or over rugs. Ball-bearing casters of superior design are provided, and they are rubber-tired of 4-inch size. Photographers will appreciate the clever counter-balance design which lowers the center of gravity as the lamphouse is raised. All this and more for only $135.00, including the tubes.

Catalog sent on request.

Order today from HIRSCH & KAYE.

Pako Equipment

Photographers who contemplate the installation of Pako equipment are invited to first write to us for prices and suggestions. We may have something interesting to tell you about prices to be quoted this season.



Be sure your order contains all necessary information with reference to size, surface and degree of paper wanted.

Fair Trade Revision

EFFECTIVE January 15, the following products of the Eastman Kodak Company will be protected by Fair Trade Agreement, and will, therefore, universally be sold at list price without discount to retail trade.

Kodak Advance Enlargers.

Kodak Advance Enlarger Accessories.

Kodak Roll Film.

Kodachrome Film (for stills).

Cine-Kodak Film, 16 m/m Kodachrome.

Magazine Cine-Kodak Film, Kodachrome.

Cine-Kodak Film, 8 m/m Kodachrome.

Kodaks.

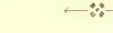
This revision will be appreciated by camera shop owners as it will eliminate an unfair form of competition which was made possible by the original agreement which permitted a discount which universally was too often accepted as mandatory.

In addition to the foregoing list, we mention that Kodak Film Packs may be sold with a permissible discount which is not to exceed 10%. It is the exception to the group.



Kalart

The products of the Kalart Company will hereafter be featured in "THE FOCUS", and we invite our readers to look for the half-page Kalart advertisement. In this notice our readers will be informed of the new and useful Kalart products which have become important items in modern photography.



Mr. and Mrs. H. H. Platt, of Redding, were among our many visitors who called on us during their New Year celebration enjoyed in our city.

New Prices—Kodachrome Film

New prices on Kodachrome Film became effective January 2, and are now published:

CINE-KODAK FILM, 16 m/m, *Kodachrome*

	List Price
200-ft. rolls	$16.00
100-ft. rolls	8.00
50-ft. rolls	4.30
50-ft. magazine	4.65
50-ft. Packette for Simplex Pockette and Filmo 121	4.65

CINE-KODAK FILM, 8 m/m, *Kodachrome*

25-ft. roll	3.40

KODACHROME PROFESSIONAL FILM

	½ doz. pkgs.
9x12 cm.	$ 6.00
4x 5 in.	6.25
5x 7 in.	9.00
8x10 in.	18.00
11x14 in.	34.00

(See Page 13 for Fair Trade Schedule)

A Reminder

The secret granting of discriminatory or preferential discounts to certain customers or classes of customers is made unlawful by Section 7 of the California Unfair Practices Act. Recent amendments to this act have greatly strengthened the powers of district attorneys and of civil complainants in connection with court actions against violators of this section.

It should be unnecessary for us to enter into any discussion as to the evils of any variation from the fundamental "one price policy" as long established in American retail stores. It is contrary to sound practice, as well as now being illegal.

Eastman Safety Super Panchro-Press Antihalation Prices Reduced

The price of this film has been changed to the level of the price of Eastman Safety Process Panchromatic Film. While the reduction is comparatively slight it is gratifying to publish an announcement of a price reduction.

Mrs. Maurice Kach, of Grass Valley, was in San Francisco during the holidays and favored us with a visit.

* * *

Mr. and Mrs. S. B. Smith, now located in Oroville, made their first visit to our office. The Smiths are foot-loose and fancy-free, for they have a trailer studio, and do not stay in one location for long.

New Phaostron Meter

A NEW exposure meter of extreme sensitivity will be ready for distribution by the end of January. It is a Phaostron product and will be known as the Commander. Demonstrations have been made to our sales people who in due time will show you the meter.

Meanwhile, we can tell you that the speed range is from .1 to 800, which is a higher lower scale than any meter now available. It is so sensitive it will measure the light of a single candle flame placed 25 feet away. It is so sensitive that you can obtain a reading of a person's eyes and a different reading from their dark clothing.

The price will be $20.00, and in the new product we offer a precision instrument which will meet with instant reception.

←⁂→

Kodak Projection Print Scale

The Kodak Projection Print Scale offers a quick and simple method of determining the correct exposure for any enlargement at any magnification, and also aids in selecting the proper contrast of printing paper to use.

This scale is a transparent disc divided into ten sectors, each indicating a different printing time in seconds. In use, the scale is placed over the sensitized paper on the easel and a test print exposed through it for sixty seconds. Upon development a ten-sector image appears, indicating respective exposures of 2, 3, 4, 6, 8, 12, 16, 24, 32, and 48 seconds. By inspection of this test print, the best exposure is easily determined.

Complete instructions are imprinted on the face of the Projection Print Scale.

List Price . . . $1.00

Thank You

ONE of the joys of the Christmas season is the arrival of the many greeting cards sent to us by our friends in various parts of the West. These cards came from Alaska, British Columbia and the Western States, down into Arizona and New Mexico. They likewise came from various Pacific Islands. One came from England.

We appreciate the friendly gesture and remembrance, especially when the cards are sent at a time when the sender is most busy. These many acts of friendship serve to keep us alert that we may show our appreciation with the kind of service we would like to give a friend.

←⁂→

Agfa Texture Screens Now Available in Two Additional Sizes

The response to the Agfa Texture Screens, recently introduced in 8″x10″ size in four different patterns, has been so favorable that two additional sizes—5″x7″ and 11″x14″—have now been prepared to meet the growing demand. Both new sizes are being supplied separately or in sets of the four texture patterns—Satin, Oxford, Ripple and Homespun.

The 5″x7″ size is available at a list price of $1.50 per screen, or $6.00 for the set of four, which also includes an 8″x10″ Border Mask with 4½″x6½″ Etching Edge opening.

The 11″x14″ size Screens are available separately at $4.00 each, or in sets of four at $12.50 per set. Border Masks for the 11″x14″ size are now available and accordingly are not supplied in the 11″x14″ set.

←⁂→

Studio For Sale

Well located on Peninsula. Main business section. Low rent. Canneries, factories, air-base—close to studio.

Box 2386 THE FOCUS

"Sussman Mounts Are Paramount"



THE RODNEY

THE RODNEY EASEL

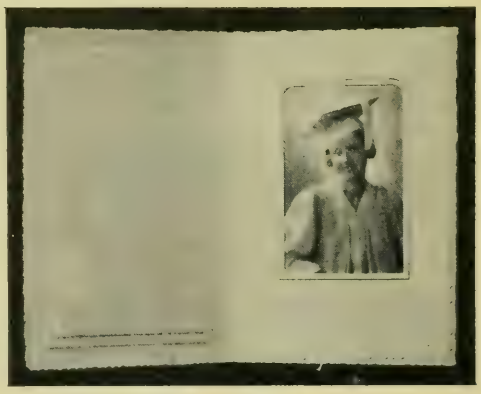
Coated Stocks—Gray Only—Serrated Underlay—Slip-In Style

Print Size	*Outside Size*	*Price per 100*
4 x 6	5⅝x 8⅝	**$ 7.25**
5 x 7	6¾x 9½	**8.50**
6½x 8½	9 x12	**13.50**
8½x 6½ Gr.	10½x 9¼	**13.50**
8 x10	9½x12½	**14.00**
10 x 8 Gr.	12½x11	**15.00**

THE JORDAN FOLDER

White and India Rag Stocks—Deckled Edges—Platinum Ink Border and Bevelled Inner Plate Sinking Around Opening—Slip-In Style

Print Size	*Outside Size*	*Price per 100*
3x 5	5½x 8	**$ 7.00**
4x 6	6½x 9¼	**8.50**
5x 7	7½x10¾	**10.50**
8x10	10½x14	**15.50**
10x 8	13 x11⅝	**16.00**



THE JORDAN

Samples of any Sussman Mount sent on receipt of 15 cents

HIRSCH & KAYE

Distributors

We have them in stock ***Place your order direct with us***

No. 467 Kodak Novelty Assortment

(Ready for Shipment February 1)

The No. 467 Kodak Novelty Assortment of 132 rolls of Kodak Verichrome Film and six rolls of Kodak Panatomic F828 (Kodak Bantam size) includes, without extra charge, a counter displayer of radically different design. The assortment has a total retail value of $43.20.

This unusually attractive modern displayer is made of strong, heavy-gauge bright metal, and has a protective front of Eastman Acetate Sheeting. Kodak Film cartons can be shown at three different levels.

Requiring a counter space only 13½"x7½", the display permits showing a good supplementary stock of Kodak Film at any convenient location in the camera department.

Shipping weight of each No. 467 Assortment is about 17 pounds.

No. 467 Kodak Novelty Assortment

	List
12 rolls V127	$ 3.00
36 rolls V120	10.80
24 rolls V620	7.20
36 rolls V116	12.60
24 rolls V616	8.40
6 rolls F828	1.20
	$43.20

←⁂→

Kodak Advance Enlarger

This new vertical enlarger has been designed to provide a single unit capable of accepting all roll film negatives from 35 m/m to 3¼"x5½" (enlarging a 3¼"x4¼" portion of a 3¼"x5½" negative).

It has a 17½"x22" baseboard of natural finish maple plywood with rubber feet, a column consisting of a die-cast base, and a polished, nickel-plated brass tube. The die-cast aluminum bracket which supports the enlarger bellows and lamphouse is easily moved up or down the vertical column and locked at any desired height by means of a knurled clamping screw.

The optical system consists of a No. 211, 75-watt Mazda Photo Enlarger lamp, a piece of opal glass, and a 98 m/m F11 projection lens. In addition to this equipment, any of the projection lenses now supplied for the Kodak Precision Enlarger may be used with the new Kodak Advance Enlarger, also the Kodak Masking Paper Board and Tilting Legs for the Kodak Masking Paper Board.

	List
Kodak Advance Enlarger, with 98 m/m F11 projection lens and baseboard, but without lamp	$27.50
Kodak Masking Paper Board	15.00
Tilting Legs for Kodak Masking Paper Board, set of three	6.50

Kodak Advance Enlargers and Kodak Advance Enlarger Accessories are subject to the provisions of our Retailer Fair Trade Agreements.

No. 211 Mazda Photo Enlarger Lamp—75-watt ..... $ .35

Kodaloid Printing Masks in the following sizes may be trimmed to fit the negative carrier—

No. 0 for negatives 1-3/16x1-9/16
No. 1 for negatives 1⅝x2½
No. 3 for negatives 2¼x3¼
No. 4 for negatives 2½x4¼
No. 6 for negatives 3¼x4¼
No. 16 for negatives 1⅝x2¼
No. 17 for negatives 24x36 m/m
No. 18 for negatives 28x40 m/m

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Mr. and Mrs. H. R. Brinsmead, of Reno, were in San Francisco for a brief vacation following the Christmas season.

* * *

Mr. and Mrs. J. H. Eastman, of Susanville, celebrated the New Year by a several-day visit to San Francisco.

No. 465 Kodak Film Assortment

(Ready for shipment February 1)

The No. 465 Kodak Film Assortment supplies an auxiliary stock of films in the fast-selling sizes. Totaling 174 rolls—five popular sizes of Kodak Verichrome, and six rolls of Kodak Panatomic, F828 (Kodak Bantam size)—the Assortment has a retail value of $54.

An unusually attractive counter display cabinet is included with the Assortment without extra charge, also a Kodak Film Schedule, and an 8 x 10 enlargement ready to insert in the enlargement holder at the top of the cabinet.

The cabinet, of wood, sturdily built and finished in blue and silver-gray, makes a striking contrast with the yellow Kodak Film cartons. The front is covered with Eastman Acetate Sheeting. Occupying 6 x 12 inches of counter space, the cabinet is 35½ inches in height to the top of the enlargement.

Packed for shipping, each assortment weighs about 23 pounds.

No. 465 Kodak Film Assortment

	List
24 rolls V127	$ 6.00
24 rolls V620	7.20
48 rolls V120	14.40
24 rolls V616	8.40
48 rolls V116	16.80
6 rolls F828	1.20
	$54.00

No. 466 Kodak Arch Assortment

(Ready for shipment March 1)

The No. 466 Kodak Arch Assortment offers an unusually attractive combination of low-priced popular cameras and film in the most wanted sizes. Totaling $52.50 in retail value, there are 114 rolls of film—five sizes of Kodak Verichrome and six rolls of Kodak Panatomic, F828 (Kodak Bantam size)—and eight cameras, as shown in the list below.

The counter display cabinet, included without extra charge, is similar in design and color to that supplied with the No. 465 Assortment. Both cameras and film may be displayed behind the protective front of Eastman Acetate Sheeting, while an appealing 8 x 10 enlargement, supplied with the cabinet, goes in the holder at the top. A Kodak Film Schedule is included.

Dealers who order No. 465 and 466 Assortments can use them together to make the modern, eye-catching 1940 Kodak Arch. The crosspiece to complete the arch comes with the No. 466 Kodak Arch Assortment. When assembled, the arch measures 51 inches wide, stands 40 inches high, and leaves a counter opening 27 inches wide.

Packed for shipping, each No. 466 Assortment weighs approximately 32 pounds.

No. 466 Kodak Arch Assortment

	List
12 rolls V127	$ 3.00
24 rolls V120	7.20
24 rolls V620	7.20
24 rolls V116	8.40
24 rolls V616	8.40
6 rolls F828	1.20
3 Baby Brownie Specials	$ 3.75
1 Bullet	2.00
1 Six-20 Brownie Junior	2.00
1 Six-16 Brownie Junior	2.35
1 Six-20 Bull's Eye	2.75
1 Kodak Bantam F8	3.95
Total Cameras	$16.80
Total Cameras and Film	$52.20

Eastman Deckle Edge Trimmer

This is a new 10-inch metal trimmer with a transparent gauge, having a cutting blade designed to cut a deckle edge on either Single Weight or Double Weight paper.

Eastman Deckle Edge Trimmer

No. 10, 10-inch.....$30.00 List

Current Assortments Available in 1940

The following assortments, previously announced, will again be available in 1940:

No. 440 Bullet Camera Package
No. 449 Kodak Lens Attachments Assortment
No. 450 Six—20 Bull's Eye Package
No. 453 Snapshots-At-Night Assortment
No. 457 Brownie Special Package
No. 459 Eastman Publications Assortment
No. 460 Kodak Chemicals Assortment
No. 461 Baby Brownie Special Package
No. 463 Eastman's Baby Brownie Picture Lab

The No. 455 Assortment, No. 456 World's Fair Assortment and No. 462 Eastman Christmas Assortment are hereby discontinued.

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The Chemistry of Photography

This is the name of the 1940 revised edition of Mallinckrodt's book on "The Chemistry of Photography". It is very much up-to-date, and tells the photographer everything he should know about the part chemistry has in his profession.

The book includes such information as Treatment of Metal Poisoning, The Removal of Developer Stains from the Hands, The Use of the Metric System, and much other information. The book is ring-bound and will open flat at any page.

The price—is only 50c a copy.

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Weldell Phillips, child portrait specialist in San Jose, made a special trip to San Francisco to convey season's greeting to his numerous friends in this city.

* * *

Mr. and Mrs. Ernest Forsmark, of Turlock, observed the New Year by a visit to San Francisco.

Kodak Flash Synchronizer

WITH the Kodak Flash Synchronizer, the flash of a Photoflash-lamp may be synchronized with the opening of the shutter blades of any camera having a cable release opening and tripod socket. It is designed for "bulb" exposures, although shutter speeds up to 1/25 second can be used with black-and-white film when instructions in the manual are followed.

The battery case holds two 1½-volt size C cells (not included). The lamp socket, of the quick acting type with four springs, holds the Photoflash lamp (No. 7, 11A, 16, or 16A recommended) in correct position before the highly polished spherical reflector. A housing on the side of the battery case contains the operating plunger, an adjustable switch contact, and a retainer for the head of the cable release. Cable Releases are sold separately to fit the camera on which the synchronizer is to be used. For certain cameras, it is necessary to use a longer cable release than that ordinarily recommended for the camera.

For test purposes, in synchronizing the flash with the operation of the shutter, a miniature socket and 2½-volt lamp with cord and plug to fit the lamp socket are included. Instructions for their use are supplied.

The synchronizer is attached to the camera by a bracket with a knurl-headed screw to fit the camera's tripod socket.

List Price . . . $7.50

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Mr. R. H. Wheldon, of the Sun set Studio, Petaluma, called on us during a brief visit of strictly business nature.

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Information wanted concerning the whereabouts of S. E. Sturis, formerly Ventura, Pomona, c/o Austin Studio, Los Angeles, Seattle, Washington. Please send information to THE FOCUS.

Graphic Graflex Photography

By WILLARD D. MORGAN, HENRY M. LESTER and 20 PHOTOGRAPHIC EXPERTS

400 pages . . . large 7½x10 inch page size . . . hundreds of illustrations . . . 26 chapters . . .

Master Book for the Larger Camera

HERE is a book which covers all the exciting uses for the Speed Graphic and Graflex cameras. Photographers and contributors give their personal experiences, including actual facts and working descriptions.

For the first time in modern photographic literature a special chapter has been included giving full details about using the view cameras, which are coming into popular use.

Illustrative and Advertising Photography is fully described by John F. O'Reilly, who takes you behind the scenes and shows you how he makes those arresting pictures which appear in all the national publications.

Negative Exposure and Development is presented from a new angle by H. P. Rockwell, Jr.

Another chapter gives a clear understanding of Lenses and information about their selection, written by R. Kingslake.

Photographic Filters and a complete story on Kodachrome Photography are presented by John W. McFarlane.

Ansel Adams gives his practical step-by-step procedure in making photographic prints.

Illumination and Its Control is presented in a novel and informative way by D. J. Mohler and R. E. Worstell.

News and Press Photography has a direct interest for all who are interested in pictures. This chapter written by Frank Scherschel and Stanley E. Kalish of the Milwaukee Journal

Millions of dollars are spent every year on Publicity Photographs. No one has ever written a complete story on this important phase of photography. There is a complete chapter by Willard D. Morgan on this subject, fully illustrated.

There are many other chapters filled with current, practical information for every one interested in photography. Henry M. Lester presents a comprehensive review of all Graphic and Graflex Cameras and their accessories, with detailed explanation of their application and usefulness. He also provides a number of interesting solutions of modern Darkroom Problems. At last we present a book for all users of the larger cameras.

1. Photography in America Today.
2. Elementary Graflex and Speed Graphic Photography.
3. Negative Exposure and Development.
4. Photographic Lenses.
5. How to Use Filters.
6. Printing With a Purpose.
7. Understanding Photographic Printing.
8. Graflex and Graphic Kodachrome Photography.
9. Graflex and Graphic Cameras in Education.
10. Documentary Reproduction.
11. Illumination and Its Control.
12. How to Use a View Camera.
13. Illustrative and Advertising Photography.
14. Publicity Photography.
15. Following the Horses With a Camera.
16. Photographing the Dance.
17. Aerial Photography.
18. News and Press Photography.
19. Photography With Special Cameras.
20. Reader Interest in News Pictures.
21. Synchronized Flash Photography.
22. Science Photography.
23. Photomicrography With the Graflex.
24. Photography of Children.
25. The Photographic Darkroom.
26. Graflex and Speed Graphic Equipment and Its Operation.
27. Facts and Data. Reference Section.
28. Index . . . Catalogue Section.

$4.00

New Color-Correction Flash Bulb Eliminates Use of Filters

ESPECIALLY designed for color photography, the new Superflash color filter flash bulb announced by Wabash Photolamp Corp., Brooklyn, N. Y., incorporates its own daylight blue color-correction filter to change the color temperature of the light source to the equivalent of bright sunlight. Its use with any regular daylight film, indoors or outdoors, without a filter, is said to produce perfectly natural color reproduction with all of the colors in their correct relation to each other in the finished negative as the eye would see them in bright sunlight. The new Superflash Sunlite No. 2, as it is called, is made in the same A19 bulb size as the regular Superflash No. 2, and is easily identified by its daylight blue color. By reducing the red, yellow and orange light rays sufficiently to permit better transmission of the violet, blue and green light rays, the new bulb creates the proper complementary balance of color blending necessary for natural, true-to-life color reproductions. The new Superflash Sunlite No. 2 will have the same long-peak-light flash characteristics for use with either focal plane or compur-type shutters.

Price—25 cents each, list

Graflex Again

WHEN Commander Richard E. Byrd sailed for the Antarctic, seven Graflex American-made cameras went with him. Of these, four were recently purchased especially for this newest expedition, while three others were factory reconditioned for this third trip "down under".

Among the Graflex-made cameras that will be called on for the still photography assignment are six 4x5 Speed Graphics and one 4x5 Revolving Back Graflex. The new Speed Graphics are completely equipped with coupled range finders and photoflash synchronizers.

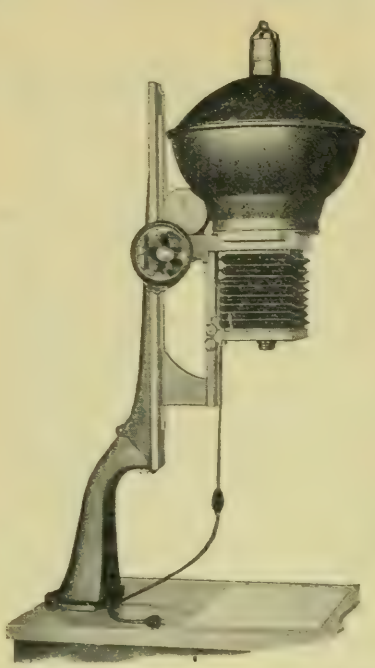
It will be recalled that Graflex and Speed Graphic cameras were the photographic mainstay of both previous Byrd expeditions into the Antarctic. Their past record of positive, efficient operation under the severe atmospheric conditions of the extreme southland undoubtedly led to their selection again to obtain a complete picture record of exploration activities.

Shatterproof Thermometer

Thermometer - Stirring Rod - Pestle

Here is a useful accessory that will serve three purposes. The thermometer is guaranteed accurate and is marked to indicate 65 degrees, the normal developing temperature.

Price — $1.50



NEW Elwood Special (SP) Enlarger

Five Outstanding Features . . .

1. Ease of Operation
2. Durability
3. Heat Dispensing Properties
4. Perfect Optical System
5. May Be Used Horizontally

SPECIFICATIONS AND PRICES

5x7 SPECIAL ENLARGER

		Former Model
Height of vertical standard	49″	43″
Greatest distance, negative to paper	49″	43″
Greatest height over all	68″	62″
Upright frame	Cast Iron	
Focusing	Rack and Pinion	
Diameter of reflector	18″	
Light recommended— Opal enlarging bulb, 200 or 400 Watt		
Lens recommended	5″ to 7″ E. F.	
Bellows extension	17″	16″
Enlarges	30″x42″ (6 Diameters)	25″x35″ (5 Diameters)
Reduces	1¾″x2¼″ (⅓ Diameter)	
Weight, boxed for shipment	90 lbs.	100 lbs.

PRICES

Elwood Special 5x7 *Model SP* Enlarger, complete with 200 watt light bulb, 7 foot extension cord and electric switch, but without lens....**$69.00**

EXTRAS

Set-Back Lens Board	**3.25**
60″ Main Steel Slide with rack attached (in place of 36″ slide furnished as regular equipment), extra	**6.00**
60″ Main Steel Slide with rack (if purchased separately)	**11.00**
36″ Steel Slide with rack (if purchased separately)	**6.00**

(The above steel plated slides can be used with any previous model Elwood Special Enlargers now in use.)

MINIATURE ATTACHMENT

For use with 5x7 SPECIAL Enlarger, giving an unexcelled method of handling all popular size small films up to 2¼″x3¼″.....**$15.00**

What An Opportunity!

In a British photographic publication we learn that sailors in the British Navy have received permission to use their personal cameras when picture material is available. Daily events, as more or less meagerly reported in our press, indicate the unusual and extraordinary opportunities for pictures of historical nature. Within a year, and in the next series of photographic annuals, we may expect to find published an entirely new series of photographs. Almost sufficent inducement to bribe a Minicam enthusiast to enlist.

←⁂→

Anniversary Speed Graphic Cameras

New models, the 3¼x4¼ Anniversary Speed Graphic, and the 4x5 Anniversary Speed Graphic, will be supplied starting January 10, 1940. They will be furnished with the same lens equipments and at the same net and list prices as the corresponding present models.

Current model 3¼x4¼ and 4x5 Speed Graphics will continue to be supplied while the stocks last, but will be superseded by the Anniversary models, and, therefore, discontinued January 10, 1940.

No change is being made in the 2¼x3¼ Speed Graphic Camera.

←⁂→

Kodalk Fine Grain Developer

For Photo Finishing

(Formula DK-20 Modified)

The formula of Kodalk Fine Grain Developer (DK-20) has been modified for use by photo finishers in the large quantities—10 gallons, 38 gallons, and 48 gallons. This change has also been made in DK-20R (Replenisher for DK-20) in cans sufficient to prepare 5 gallons. Prices remain the same.

At present no change is being made in the formula of this developer in cans sufficient to prepare 1 pint, 1 quart, and 1 gallon, nor in the 1-gallon quantity of replenisher.

←⁂→

George A. Weeden

THE many friends of George A. Weeden will be shocked to know that he died December 4, after a very brief illness. Mr. Weeden specialized in airbrush and crayon service, and was practically the last of a group of photographic artists who were best known to the older group of photographers. Many of our readers have sent work to him, and it will now be necessary for them to find another source of service. In this we will gladly help.

It will be a difficult matter to find a successor worthy of the high standard of work produced by Mr. Weeden. We feel sure that the sincerest sympathy of our many readers goes to Mrs. Weeden, who survives him.

←⁂→

Visitors

Among the visitors who called to convey their New Year greeting was **Mr. C. G. Crane,** who recently took over the McMillan Studio in Vallejo, Mr. J. E. Harding of Santa Paula, and Walter Allen of Dinuba. Mr. A. F. Kroemer of Santa Cruz called on us the same day.

* * *

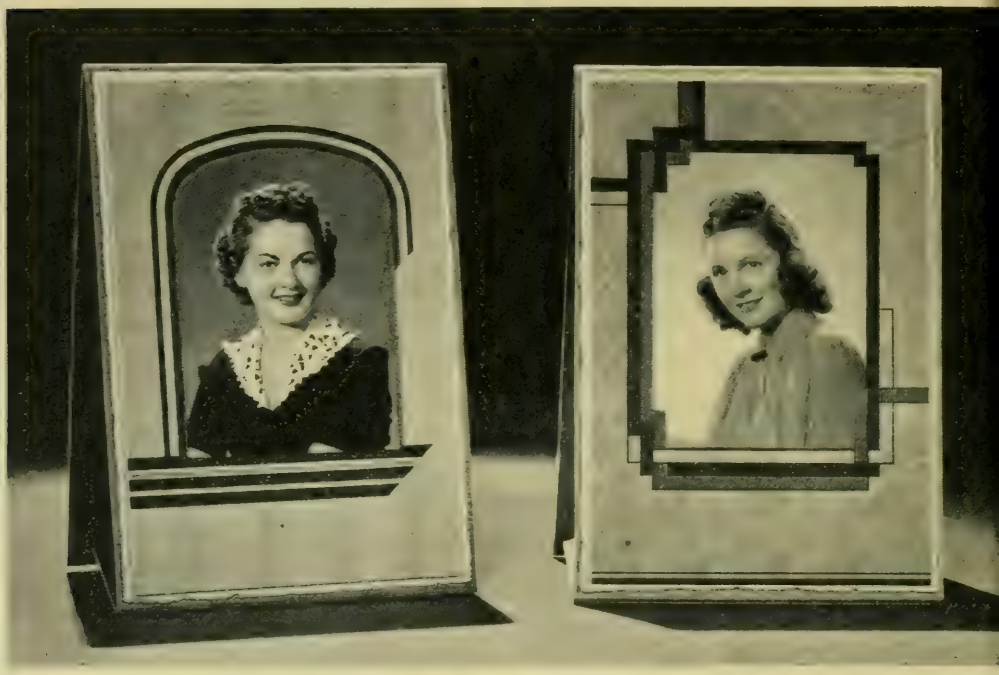
Mr. and Mrs. V. C. (Cove) Martin, of Stockton, called on us to announce their retirement from the photographic field. The Martin studio in Stockton is now operated by Mr. Robert Drury.

←⁂→

Price Reduction

The popularity and demand of our line of enlarger covers has enabled us to obtain a lower price from the manufacturer. We now offer enlarger covers at only $1.50, and at this price you can well afford to order one. We likewise offer enlarger covers as a resale item.

For After-the-Holiday School Work



The MAESTRO The PLAZA

These are two of many splendid styles, especially suitable for school work, contained in the following Sample Sets offered through your stockhouse:

SCHOOL SAMPLE SET E — An assortment of 34 Easels and Folders, 3x4 size only, $1.00 Postpaid.

SCHOOL SAMPLE SET FD — An assortment of 35 Easels and Folders, 3½x5 size only, $1.15 Postpaid.

These sample sets will help you get your share of the coming school picture business.

EASTMAN KODAK COMPANY

[Taprell Loomis Division] CHICAGO, ILLINOI

Jerry's Corner



By Himself

I see by the papers that the Swiss are moving some soldiers to the border. A Swiss movement for the watch on the Rhine.

A man came into a market where I was and said, I want two tuna fish.

But the clerk said—why don't you stick to pianos?

The editor was telling me about the new Phaostron Meter that is so sensitive you can get a reading of a person's eyes.

I borrowed one of the meters and called on my girl friend. After we got comfortable on the chesterfield I tried it on her eyes.

Boy—did that needle wobble back and forth! Just like my heart.

I see where the Dolly Camera with the Corygan Lens has been reduced in price. Probably was going the wrong way.

There has been another change in the price of Rollie Cameras. The price goes up and then it comes down. Merrily we Rollie long.

There is a photographer in whozis,
Who makes all the equipment he uses,
It keeps him so busy
That I wonder is he
Gaining as much as he loses.

Manuel tried to tell me the Dies Committee was going to investigate me because my page is read.

Many a girl works like a horse to get a groom.

I was standing at the counter talking to Matt Nunan when a salesman came in and said he'd like to talk to somebody with a little authority.

Maybe I'll do, I says, I don't know anybody who has as little authority as me.

I've heard about the Democrats having their Jackson Day dinner. If when they were little boys, they had brushed their teeth twice a day, they wouldn't have to pay 100 dollars now for a plate.

Did you hear about the farmer who went to town, to a camera shop, and asked for enough fine grain developer for three acres of wheat?

Wonder if somebody told him that depth of field was the amount of top soil on a pasture?

I helped the girls change the files for the New Year and noticed a drawer that was marked:

Men-Pet

You telling me?

I'll have to hurry now. The editor just asked me if I was finished and I said no, and quit Russian me.

—JERRY.

Photographers

Write for 1939 Catalog and price list, genuine oil portraits—pastels, or rebuilt damaged portraits.

Convex glass and portrait frames.

VICTOR PORTRAIT COMPANY
752 - 13TH STREET, OAKLAND, CALIF.

EXPERT COLORING

Prompt Service on Mail Orders

Special Price on Quantity School Work

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Expert Retouching and Etching

Prompt Service

66 LAFAYETTE SAN FRANCISCO

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SAVE overhead and operating expense.
That spells PROFITS FOR YOU.

Amateur Finishing Outfits, for Roll Film and Circuit Work.

Large Daily Output. Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



2 SIZES
12, 19 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
COMPACT
DURABLE
EFFICIENT

The best by test.

Lighting Equipment

All standard lines.
Lamps for every purpose.

CONSULTATION INVITED

Budget terms if desired.

HIRSCH & KAYE

Your Logical Source of Supply

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering.
Description and illustration of any article gladly sent on request.

Twelve-foot Crown Tripod. The first one in several years. Excellent condition.

Bargain Price **$25.00**

Exakta Model B Camera, V P size, with F2.9 Tessar Lens, in case

Bargain Price **$115.00**

8x10 Korona Plate Holders.

Bargain Price $1.75 each

Thalhammer Junior Tripod with Pan Tilt Top, reversible leg and [illegible] folding to height of 5 feet. A new camera used for demonstrator.

Bargain Price $7.75

Camera Craft Magazine, Nov., 1939
American Photography Magazine, Nov., 1939
Photo Art Monthly Magazine, Nov., 1939
Amateur Cine Magazine, Nov., 1939
Bargain Price 10c a copy; 3 for 25c

Zeiss Contometer Set for use with Contax II, in case. In condition like new.

Bargain Price **$52.00**

Zeiss Miraflex Camera, 6½x9 cm with Carl Zeiss Tessar Lens, film pack adapter and case.

Bargain Price **$69.50**

Zeiss Magniphot Enlarger with double condensers and glass film carrier. Especially designed for Contax and 35 mm. negatives. Greatly reduced.

Bargain Price **$23.50**

Jellitac Dry Paste Powder. Mix with water to produce an excellent paste. Furnished in 2-ounce sprinkler top containers.

Bargain Price ..... **10¢** each

"How To Make Prints In Color"
"How To Make Lantern Slides"
"The Secret of Exposure"
"Practical Printing Processes"

The above-mentioned books were written by F. R. Frapie, an authority on photography. They are cloth-bound books, offered at

Bargain Price of ..... **25¢** each

2¼x3¼ (and 2½x3½) Dallon Cut Film Tanks. Capacity six films at one time, with racks which carry all as one unit.

Bargain Price **$3.25**

10x15 cm. (4x6 inches) **Dallon Metal Tank,** capacity six films.

Bargain Price **$5.00**

Eastman Home Enlarger with F6.3 lens. Negative capacity 3¼x4¼ and smaller.

Bargain Price **$11.95**

"The Fundamentals of Photography," by Dr. C. E. K. Mees.

Bargain Price ..... **65¢** a copy

35 mm. Nikor Stainless Steel Developing Reels. Look like new.

Bargain Price ..... **$2.00** each

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.
Description and illustration of any article gladly sent on request.

Pair of 3-inch **Mounted Condensers** in modern metal mount.

Bargain Price **$3.00**

Cine Kodak, Model 20, for 8 mm. film, fitted with F3.5 lens.

Bargain Price **$23.50**

Rubio 16x20 Enlarging Paper Easel.

Bargain Price **$12.75**

Quickset Easel for 11x14 paper. Excellent condition.

Bargain Price **$5.50**

Perutz Ultra Fine Grain Developer. Each package sufficient for 20 ounces.

Bargain Price per pkg..... **95¢**

3¼x4¼ RB Graflex, Series B, with F4.5 lens, film magazine and case.

Bargain Price **$69.50**

Beattie Portopan 4-Unit Lamp for Photo Flood bulbs. Includes stand.

Bargain Price **$37.50**

Kalart Micromatic Flash Synchronizer. Have only one to offer.

Bargain Price **$8.50**

5x7 Professional View Type Camera.

Bargain Price **$15.00**

Korona Panoram Camera, 12x20. Camera has 22¾" bellows and includes a film holder. Condition like new.

Bargain Price **$65.00**

Zeiss Magniphot Enlarger, without lens, for 35 mm. film.

Bargain Price **$26.50**

B & W Exposure Meters and Diaries. Worth several times the bargain price for the photographic information these books contain. They are 1939 editions.

Bargain Price ..... **50¢** each

Pako Jr. Printer, rebuilt and in excellent condition.

Bargain Price **$39.50**

Mergon Cold Enlarging Lamp and auxiliary sufficiently large to cover 6.2 x 8.2 negatives.

Bargain Price **$18.50**

BLACK JAPANNED FERROTYPE PLATES

A fortunate purchase enables us to offer excellent quality Ferrotype Plates at bargain prices.

10x14	**$0.15**
14x20	**0.40**
18x24	**0.75**

F & S Curtain-type Studio Shutter. Opening is 3½ inches; outside dimension, 7x7.

Bargain Price **$4.95**

3¼x4¼ RB Graflex, Series D, with 7-inch F3.5 Xenar Lens, film pack adapter and case.

Bargain Pirce **$130.00**

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering
Description and illustration of any article gladly sent on request.

Ley Metal Tripod Stand with wood tilt top. Ideal for 5x7 Home Portrait use. Extends to 5½ feet, closes to 3 feet; weighs 7 pounds.

Bargain Price **$18.50**

HAUFF'S GLYCIN DEVELOPER

1 oz.	$ .40
4 oz.	1.25
8 oz.	2.50

HAUFF'S AMIDOL

4 oz.	$1.75
16 oz.	6.50

Pako Liberty Model Matte Print Dryer, fitted with new apron. This is a gas heated dryer with 110 volt AC motor. Fine for matte prints, photostat prints, and similar use.

Bargain Price **$60.00**

Pako Liberty Model Matte Print Dryer with new apron. This is an electric heated dryer in good condition.

Bargain Price **$120.00**

Ansco 8x10 Universal View Camera with 2½-inch #8 Packard Shutter. Excellent condition.

Bargain Price **$49.50**

SILENT STUDIO SHUTTERS

This popular shutter has been discontinued. We close out our stock of the following:

4-inch diameter	$4.50
5-inch diameter	5.50
4½-inch diameter	4.75
6-inch diameter	6.50

Testrite No. 10 Reflector with 6-foot stand.

Bargain Price **$7.50**

Pair of 14-inch book mounted **Condensers,** in excellent condition.

Bargain Price **$65.00**

Zeiss Magniphot Lighting Attachment.

Bargain Price **$19.50**

F & S Curtain-type Studio Shutter. Opening is 5 inches; outside dimension, 9x9. Fits into studio camera like a lens board.

Bargain Price **$6.00**

Elwood Studio Enlarger for 5x7 and smaller negatives. Fine condition.

Bargain Price **$24.50**

To equalize our stock of Champlin Developer and material, we offer the following bargains:

Formula No. 16 Kit

Contains:
CSC 1 oz. Tironamin "C"
CSC 1 oz. Chlorhydroquinone
CSC ½ lb. Sodium Sulphite
CSC 4 oz. Champlin's Liquid Acid Hardener

Bargain Price ..... **$1.40** per kit

Paraphenylene Diamine Base, P

1 oz. bottle	$0.40
4 oz. bottle	1.20

Formula No. 15

24 oz. bottle (solution)	$1.05
32 oz. bottle	1.50

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

8x10 Korona Film Holders, shop worn, but quite serviceable.

Bargain Price **$2.50**

SAMSON JUNIOR TRIPOD

A favorable purchase enables us to offer a bargain in a medium-weight, well-constructed wood tripod. This tripod resembles the Samson Senior and is a two-section tripod weighing just 2 pounds. When closed the length is only 29 inches, and fully extended it has a length of 54 inches. The tripod is quite rigid for such light weight.

Bargain Price **$3.85**

Telescopic Metal Stand consisting of four sections with total height of 15 feet.

Bargain Price **$12.00**

Kodascope C, 16 mm., motor driven, Projector. Capacity 400 ft. reel.

Bargain Price **$15.00**

B & L 11B Tessar F6.3 Lens in barrel. Fine for enlarging.

Bargain Price **$25.00**

Pair of **12-inch Mounted Condensers.** Will be sold unmounted if wanted.

Bargain Price:
$29.50 per pair mounted
or **$20.00** per pair unmounted

Kodak Miniature Enlarger, Model B, with F4.5 lens and focusing mount, with paper cabinet base. Looks like new. Negative size 2¼x2½ or smaller.

Bargain Price **$56.00**

Mendelsohn Universal Synchronizer, complete.

Bargain Price **$14.50**

8x10 Eastman 2D View Camera only.

Bargain Price **$29.50**

5x7 Professional View Camera, without case. 15" bellows. Fine condition.

Bargain Price **$16.50**

Weston Model 650 Exposure Meter with case.

Bargain Price **$14.50**

Exacta B Camera, vest pocket size, with F2.8 Tessar Lens in Eveready Case. Excellent condition.

Bargain Price **$115.00**

Beattie Arc Spotlight with Stand. Has been used, but still quite serviceable.

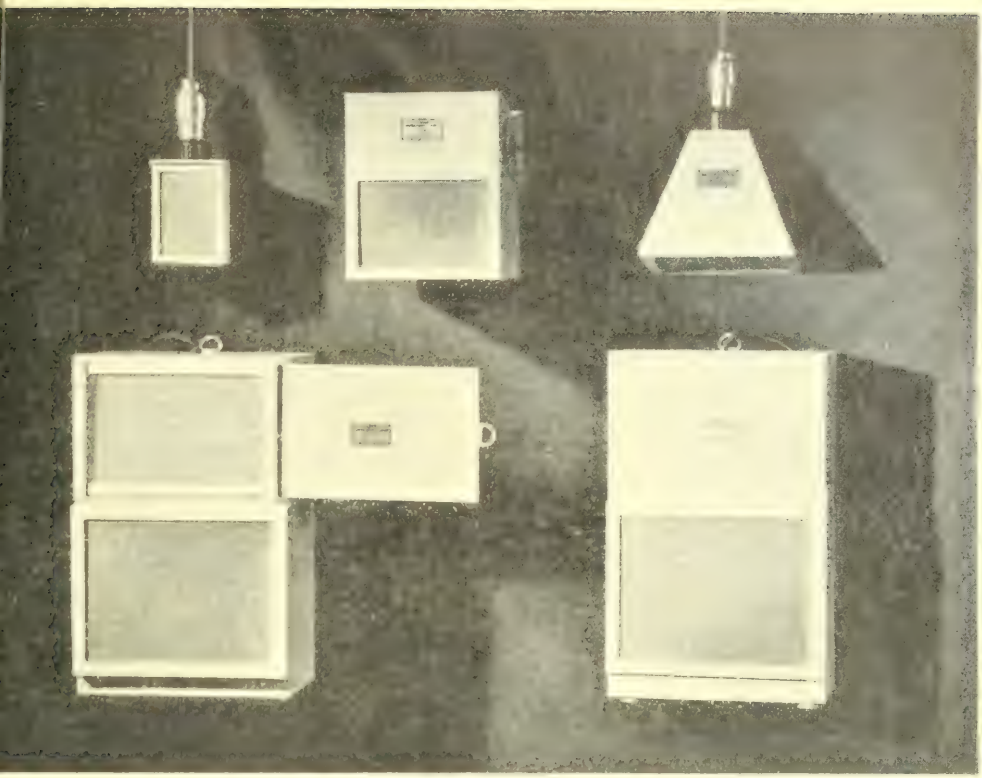
Bargain Price **$18.50**

9x12 cm. Kodak Recomar Camera with KA F4.5 lens. Focusing Panel, Film Pack Adapter, three Holders and Case included.

Bargain Price **$54.50**

4x5 Speed Graphic with Graflex Back. Fitted with 13.5 cm. Zeiss Tessar Lens in ring Compur Shutter. Film Pack Adapter, Focusing Panel and Kalart Rangefinder are included.

Bargain Price **$119.50**



Make Sure of Safety

USE darkroom lamps that you know are safe for the material you are using and you can be sure of fog free negatives and prints. The lamps shown above, with Wratten Safelights, are the most efficient lamps you can buy.

Top row from left, the Brownie at $1.75, with end and side Safelights, is convenient as a wall or hanging lamp. The Kodak at $4, with 5 x 7 Safelight and bracket for tilting, fits on wall, shelf, or table. The Eastman at $3, with 5 x 7 Safelight, is an excellent overhead lamp. Bottom row, the No. 1 Wratten at $10 has both 8 x 10 Safelight and slide-covered opal glass for examining negatives by white light. The No. 2 Wratten at $8 does not have the opal glass or slide. Series 2 Safelights are supplied with these lamps unless otherwise specified.



They Prefer OPAL

YOU can sell more large prints on Vitava Opal because they have the depth, brilliance, fine gradation, and warmth of tone of the finest contact prints . . . in fact, customers usually prefer Opal enlargements to contact prints. This accounts for the wide use of Vitava Opal by leading photographers. Eastman Kodak Company, Rochester, N. Y.

VITAVA OPAL PAPER

FOR ENLARGEMENTS OF CONTACT PRINT QUALIT

THE FOCUS

Published Monthly in the Interests of Professional Photography

VOL. XVI FEBRUARY, 1940 NO. 2



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Settled in Satisfaction

THERE'S a phrase that aptly applies to the majority of Defender Film users. Since 1927, when the first Defender Film *(Portrait)* appeared, laboratory and plant effort has concentrated on the maintenance of Defender Film quality and dependability, as a first responsibility.

In making film, the foundation material for modern photography, to maintain is to move forward. Photography has not been static since 1927. Lighting, method, standards, have changed and improved. Defender Film has moved forward and upward, too. And the standard of quality and dependability is as exacting today as in 1927—always a first responsibility.

And the reward? . . . It is in knowing that among the Defender Film users of today, still settled in satisfaction, there are many, very many, of the "Old Settlers" of 1927.

DEFENDER Film

"ORTHOS"
Portrait • Portrait HGS • Pentagon
X-F Orthochromatic
X-F Ortho Press

"PANS"
Panchromatic Process
X-F Pan Press
Fine Grain Panchromatic
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Ask for booklet "Film" *Free on letterhead request*

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THE FOCUS

Prepared and Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE
239 Grant Avenue, San Francisco
The Largest Independently Owned Photo Supply House in the West

VOL. XVI FEBRUARY, 1940 No. 2

INTRODUCING—



WILLIAM MAURICE BALL is a native of Kansas, and was born in Republic County. His parents had moved in from Iowa. His father saw service in the Civil War with a detachment of cavalry on what was then the northwest frontier. Later he continued his original career as a minister.

His father's missionary work created a condition that made it necessary for the family to move from one place to another. Young Ball did not remain very long at any one place. But during this time he showed a definite inclination toward painting, and expressed a determination to see the famous works of Angelo, Reynolds, West, and other famous painters.

He was married at the age of 21, and at that time was endeavoring a career as an artist. But art was long and cash was short, so he found employment with a railroad as telegraph operator, cashier and special agent in the then open spaces of Colorado, Nebraska and Kansas. His particular assignment was to contact large shippers of cattle. His ability to draw, here found real usefulness, because it was advisable to make sketches of what he saw. He found that with a camera he could do this much more quickly.

His first business venture was a studio in Beaver City, Nebraska. He gradually acquired several studios in the general vicinity and was fortunate in that his previous training enabled him to talk the language of railroaders, cattlemen, and others with whom he came in contact. In 1911, Mr. and Mrs. Ball decided to visit a relative in Corvallis, Oregon, and so liked the community and opportunity that they decided to stay. Corvallis was especially attractive, since it offered an opportunity of college training for the six boys.

Mr. Ball is active in the Presbyterian Church, the Masonic Lodge and Shrine. He has a life membership in the Elks and is a charter member of the Corvallis Rotary Club. His pictures have been exhibited in various salons. Regional groups of photographers have repeatedly asked him to be their leader. He is happy in that he is again able to paint, for he combines portrait painting with photography. He has two hobbies, which have become ambitions. He wants to paint better pictures and beat one of his grandsons at golf.



The Better Light-Better Sight Bureau says: "Light will make it possible for the worker to function with greater accuracy and efficiency and with less effort, will make his surroundings both pleasant and helpful, and will guarantee improved production, better products and more contented employees."



– PRICE –

Getting a good price on photo mounts is not difficult. But getting good photo mounts at a good price...that takes intelligent buying.

Smart buyers determine this before placing their orders. They go back of the bids to see *how* the job is done...whether the mounts they buy will eventually bring them more profits.

Gross Mountings possess *box office beauty with a purpose.* Gross designing, developed in close harmony with the style trends, has but one primary function—to produce for you mounts which are dependable for salability and profit.

THE *Gross* PHOTO SUPPLY COMPANY

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Canadian Agents: W. E. Booth Company, Ltd., Montreal and Toronto

New Catalog

ONE of the most attractive and useful photographic catalogs ever issued is the new 32-page Graflex catalog for 1940, their Golden Anniversary year.

Full-color cover illustrations from Kodachromes made in Graflex and Speed Graphic cameras, outstanding black-and-white pictures, helpful information on photography, and condensations from Morgan and Lester's new *Graphic Graflex Photography*, in addition to complete descriptions and pictures of the various Graflex and Speed Graphic cameras and their accessories, make it a valuable reference book whether or not you are in the market for a camera at present. The new 3¼x4¼ and 4x5 Anniversary Speed Graphics are described in great detail.

The 1940 Graflex catalog is free at Hirsch & Kaye.

←⁂→

Price Revisions

	List
Eastman Diffusing Disc Holder, 5x7, for 5x7 Eastman Projection Printer	$ 4.25
Eastman Diffusing Disc Holder, 8x10, for 8x10 Eastman Projection Printer No. 2	6.75
Eastman Diffusing Disc Holder, 5x7, for Eastman Auto-Focus Enlarger	4.25
Eastman Vignette Holder, Including 1 Eastman Standard Vignette	10.00
Eastman Portrait Film Washing Tank. Accommodates 18 No. 2 or 24 No. 4 or No. 4A, 8x10 Portrait Film Hangers; and 24 No. 2 or 32 No. 4 or No. 4A 5x7 Hangers	7.50

←⁂→

Kalart Booklet

The third edition of the Kalart Speed Flash Manual is now available. This booklet contains complete information on Speed Flash photography, including exposure charts for bullbs of various sizes. A copy will gladly be sent to you on request to Hirsch & Kaye.

We Like These—

"My wife and I wish to take this opportunity to thank you, the rest of the boys and the firm for your kindness and consideration to us on our recent visit with you.

"This year, 1940, it will be just thirty years since I have had the pleasure to have started dealing with your firm.

"I take a great personal pleasure in saying that at no single instant have I regretted having done so.

"It is my desire and hope that I may be a better customer than ever this coming year."

* * *

"We wish to express our appreciation for your courtesy and promptness with which you forwarded our rush orders during the Christmas rush.

"We were obliged to send in several rush orders, and appreciated that you were exceedingly busy, but everything came along promptly.

"Again accept our thanks for your kind favors."

←⁂→

Prices Reduced

It is a pleasure to announce a reduction price on the Curtis-Stern Film Numbering Machine, an accessory already popular with photographers. The 4x5 and 5x7 Standard Model is now priced at $12.50. The 8x10 Standard Model is priced at $17.50. The 5x7 Dual Model is $17.50.

In addition to price reduction, the new models scheduled for future delivery will be more attractive in appearance. Detailed description will gladly be sent on request to Hirsch & Kaye.



Commercial photographers like the triple convertibility of the Wollensak Series Ia Velostigmat.* Photo I—taken with Velostigmat 13″ focus doublet; Photo II—20″ rear element only; Photo III—25½″ front lens—all from same point. A finely corrected anastigmat—ideal for all commercial and architectural photography, group work, landscapes, copying, enlarging. Negatives are clear, sharp. You'll need one often this year. Get it now!

Reg. U. S. Pat. Off.

★ WRITE FOR FREE BOOK



WOLLENSAK OPTICAL COMPANY

ROCHESTER, NEW YORK

WOLLENSAK

He Tells Them

BERNIE'S Photo Shop in Ventura makes use of an excellent idea on his post cards for publicity and for correspondence. The card contains a simple but effective advertising notice but features a complete display of the 9 different cameras available to handle any kind of an assignment. In the group he also features tripods, synchronizers and the effect of the picture is to convince the reader of the card that here is a man who is well equipped and must know his business. Here is an answer to the theory that all a photographer needs these days is a Minicam.

←⁂→

Photography in Law Enforcement

This is another of the data books prepared for a specialized field in photography. It is really a photographic manual for Peace Officers.

The book contains chapters on Finger Print Photography, Crimes of Violence, Arson, Burglary, Automobile Accidents and Identification or Headquarters Photography. Reference is made to the use of Ultra-Violet Photography, Infra-Red Photography, Spectrography and Stereoscopy. The selection and use of equipment is very completely explained.

The price of this book is only 25c. Hirsch & Kaye have them.

←⁂→

Membership

The Hirsch & Kaye Membership in the National Photographic Dealers Association has been renewed. We were interested to notice that we hold Membership Card No. 5.

Since the establishment of this business in 1886, we have loyally supported every organization and activity that has been in the direction of a higher standard of service and ethics in the photographic field.

One of the Many Ways We Help You

THE extent of Hirsch & Kaye's service is not always understood or appreciated. One of several ways in which we help out-of-town dealers is indicated by a letter from which we quote:

Gentlemen:

"I would appreciate it if you will send me catalog describing 'Speed-O-Copy' accessory for Contax and Leica Camera. It is listed in the bulletin you send me regularly, from which I have ordered several items through my dealer."

In addition to this form of publicity for photographic merchandise, we regularly use a full page in one of the nationally-known magazines, and a half page in another. Again our mail indicates that amateur photographers see these advertisements and order the advertised article through their neighborhood dealer. Directly or indirectly, you have received the benefit of this publicity.

←⁂→

In "The Focus" for January we reported the election of officers of the Sacramento and San Joaquin Valleys Association. In our desire to release this information before the page was closed we overlooked mention of Mr. Clinton Gibson of Sacramento as First Vice-President, and Mr. Fred Schneider of Stockton as Second Vice-President. Mr. Cove Martin of Stockton and Mr. Earl Cilley of Marysville were elected Directors. Mr. Schneider will be Program Chairman for 1940.

←⁂→

Backgrounds

Photographers who contemplate the installation of a photographic background are invited to write to us for a copy of Background Catalog No. 42. This catalogue has just been released by our studio.

Beattie Fluorescent Floodlite Model FDL

Twin deflectors and drapery screen provide a remarkable control of application. Enhances—subordinates secondary details.

Light area measures 25x29 inches; large enough for negatives of finest quality, small enough for maximum speed and absolute control.

This method of counterbalance keeps center of gravity constant. Lamp is just as stable at full height as at lowest point. No springs to break or bind.



Yoke-mounted lamphead is free to tilt to any angle—from floor to ceiling.

Brite-Lite areas extend the light around into nose lines and deep-set eyes. Reduces retouching.

Eight 24-inch tubes are backed by a specular alcite reflector of precise curvature, practically doubling output.

Large three-point base eliminates "rock" on uneven floors and over carpets. Finest of dual ball-bearing casters roll and swivel easily and silently. Four inch rubber tires.

Model FDL, as illustrated and complete with Tubes

$135.00

Terms if desired

HIRSCH & KAYE *are Distributors*

The Front Page

The subject of our front page picture is a prize dog belonging to Dr. E. W. Bray of Turlock, and is the mascot of the Turlock High School Varsity football team. In his honor the team is known as the "Bull Dogs".

The dog is quite a vagabond, making a regular tour of his favorite business establishments at regular hours. Give him a little attention and he will proceed on his way for more.

The picture we publish was made by Ernest Forsmark, who is honored by the dog by regular visits, on one occasion of which the subject voluntarily posed for his portrait. Mr. Forsmark took the hint and apparently everybody is pleased.

BUY NEW EQUIPMENT

With those extra profits!

Put some of those extra Christmas profits you enjoyed this year back into your business—in the way of new equipment. Let your customers know you are always on the alert to keep up to date and give them the best that photography offers. New equipment soon pays for itself in the better work you are able to turn out and the resultant increased profits.

•

We carry in stock all the newest and finest photographic equipment made or can get you special orders on short notice.

Send for Catalogues and Literature

Will Be a Busy Man This Year

Carl Wahlen has been appointed Exposition contact man for photo agencies and newsreels in connection with the Exposition which again will be held on Treasure Island.



TAKE THE GUESS OUT OF FOCUSING

When it's shoot fast or lose the picture, Kalart Lens-coupled Range Finder is a life-saver. Takes the guess out of focusing. All you have to do is sight, and shoot. Gives you the focus that matches the speed and convenience of a minicam. Every negative needle-sharp. Ask for demonstration of the Model "K." Fits practically all 6x9 cm. and 9x12 cm. film-pack cameras. Costs only $18.00. Model "F" for Speed Graphics, $24.00 and $27.00. For further facts, write

THE KALART COMPANY, Inc.
Dept. F-2
619 TAFT BLDG., HOLLYWOOD, CALIF.

KALART

LENS COUPLED
RANGE FINDER
(Made entirely in U. S. A.)

New Eastman R-P Interval Timer

THE introduction of the radically-different Eastman R-P Periapical Dental Film (Rapid-Processing) made available to the dentist new possibilities of saving time in the processing room, and of extending the application of radiodontics. To derive the maximum benefit from this exclusive Eastman advance in film manufacture, however, the period of development must be accurately timed. The Eastman R-P Interval Timer is designed to make this possible in an extremely simple manner.

The dial of this new Timer is in reality a time-temperature chart. It is graduated in ¼-minute intervals, with a complete revolution of the setting-hand timing a 5-minute interval. Then, as a distinctive new feature, solution temperatures from 60 degrees F. to 80 degrees F., in 5-degree graduations, are printed in blue beside the correct development interval for each. There is almost ½-inch space between each ¼-minute marking so that accurate setting can be accomplished quickly and without difficulty. Turning the hand on the face to the proper marking winds both the timing and alarm mechanisms; a supplementary "stop" lever, which may be fixed at any interval, facilitates repeat timing.

Thus, correct timing of development merely involves determining the solution temperature with an accurate thermometer, such as the Eastman Thermometer; getting the correct timing from the Timer dial; turning the timing hand to the proper marking; and removing the films when the alarm bell rings. If the solution is of proper strength, the films will be fully developed.

The new Eastman R-P Interval Timer is durably constructed, and is attractively finished in steel-gray enamel with black trim. It is priced at $5.00.

"Short" In Accounts

An employer may discharge an employee because of *suspected* dishonesty, but unless he can prove it in court he will save himself money and trouble by keeping his suspicions discreetly to himself.

After a driver who collected money for his employer was discharged, certain other employees stated to customers that he had been "short".

Because of this the discharged employee sued his former employer for slander. Ruling that he had been impliedly charged with dishonesty, the Court said:

"It is quite true that the word 'short' may not always impute dishonesty or criminality, but it is likewise true that it may be so used. As used in this case and as it was understood, it did imply and charge the discharged employee with dishonesty. Where a person is employed to sell merchandise and collect therefor, and turn in his collections to his employer, to charge that he is 'short' is to impute dishonesty."

Better say that "Mr. Jones isn't with us any more" and let it go at that! (Swift vs. Gray, 101 Federal Reporter, second series, 976.)

Wabash Addition

The Wabash Appliance Corporation, manufacturers of Superflash and Superflood lamps, has acquired complete control of the Birdseye line of Reflector Lamps. The sale of the plant includes exclusive rights to the new R type photo-flood light with built-in inside-silvered reflector and made under exclusive patent rights now owned by the Wabash Appliance Corporation.

Kalart Kinks

By Hy Schwartz, Technical Director

DID you ever notice that when setting the new type Compur shutter for 1/200 second speed or faster, a greater tension is encountered than when setting the same shutter for a slower speed? Because of this added spring tension, the shutter will open earlier at the maximum speed than for slower speeds. A synchronizer adjustment to compensate for this can be made with Kalart's Micromatic Speed Flash by simply turning the adjustment knob up one dot. This eases the tension behind the plunger and delays the shutter action. Also, the larger size flashbulbs, which have more combustible material, burn for a longer period of time and reach their peak later than do the smaller size lamps. Therefore, a different adjustment is necessary to synchronize the peak of different size lamps. If you can't "sync" at the peak, you're never *sure* of exposure. Only Kalart is Micromatic. Uniform in operation—not variable according to pressure on cable release, as in the manual type of synchronizer.

Another reason for synchronizer adjustments is seen when changing from foil to wire lamps. The foil-filled lamp burns faster than the wire lamp and for high speed work, unless the synchronizer is accurately adjusted for these lamps, poor results will be obtained.

Glycin Photo

THE photographic developing agent, Glycin, must not be confused with a different chemical sometimes called Glycin or Glycine, but which is more correctly called Glycocoll or Amino Acetic Acid. Glycin Photo (Paraoxyphenyl glycin) is recommended only for photographic purposes. As a developing agent, Glycin is slow but powerful, giving good density and at the same time a fine grain image. For this reason Glycin is used to some extent with process film and in making copies. Under certain conditions Glycin development can be carefully controlled by the operator to correct incorrectly exposed negatives. Glycin is only slightly soluble in water but is more soluble in solutions of Sodium Sulfite and Sodium Carbonate. The chief characteristic of Glycin is its good keeping qualities. It is not oxidized by air in the dry state or in alkaline solutions, which makes it a very desirable developing agent for tank developers. Available in 1 oz. bottle, ¼ lb. bottle, 1 lb. bottle, 5 lb. bottle and 20 lb. Aluminum Jar. Dry, cool storage place preferred.

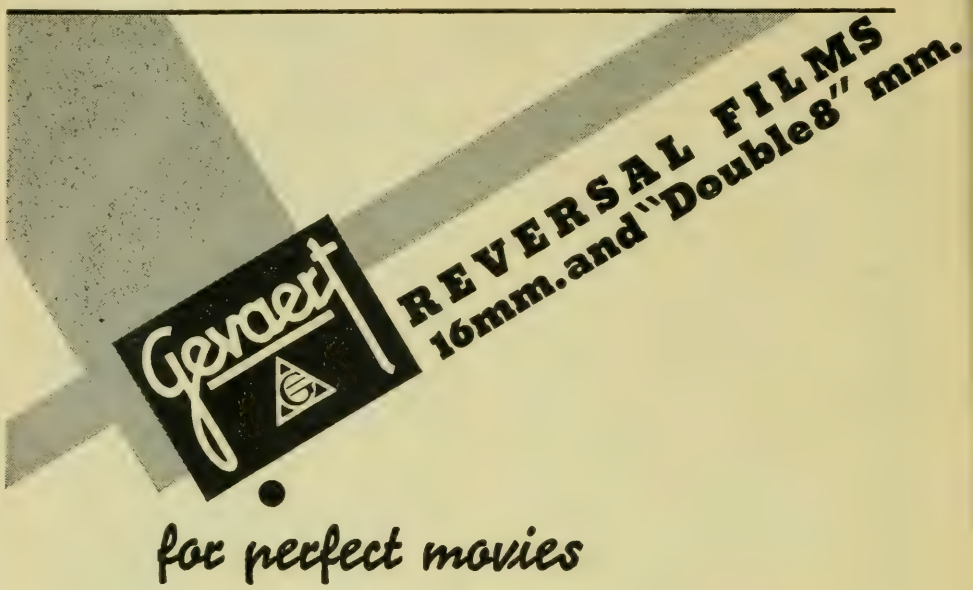
Enlarger Cover

An Enlarger Worth Having Is Worth Protecting

The enlarger cover is made of tough, transparent, durable material which resembles oil silk. The cover has width of 21 inches and depth of 32 inches, which is ample for enlargers of practically all makes. The top and sides are substantially reinforced. After the cover is placed over your enlarger the bottom is drawn tight by means of a silk cord. Your enlarger is then protected from moisture, dust and changes in temperature.

Price **$1.50**

Dealer orders invited



for perfect movies

16mm. PRICES

PANCHRO SUPER REVERSAL: 50 ft. $3.25, 100 ft. $6.00. PANCHRO MICROGRAN REVERSAL: 50 ft. $2.50; 100 ft. $4.50. ORTHO REVERSAL: 50 ft. $2.50, 100 ft. $4.50. No additional charge for processing. Return postage of processed films prepaid.

Double 8 PRICES

PANCHRO SUPER REVERSAL, $2.25; PANCHRO MICROGRAN REVERSAL, $2.25; ORTHO REVERSAL, $2.00. These films are supplied in 25 foot lengths of 16mm. width, pre-scored to enable separation into two 8mm. width lengths. No additional charge for processing. Return postage of processed films prepaid.

These films are favorites with the serious cinematographer. He finds them easy to use in his camera—and most satisfying in *quality*. Fast speed gets the scene under unfavorable light conditions—and clear sharp register of action such as found in sports. The color balance reproduces a perfect black and white rendering of all colored objects. And—fine-graininess assures "theatre quality" projection. Processing laboratories are located all over the world thus giving the movie maker a prompt and efficient reversing service wherever he may be. As a suggestion to start the outdoor movie making season confidently and with enthusiasm we recommend these three films. Try them out and enjoy the thrill of making "perfect movies."

THE GEVAERT COMPANY OF AMERICA, Inc.

6370-72 Santa Monica Boulevard, Los Angeles

New York Boston Philadelphia Chicago San Francisco Toronto Montreal Winnipeg

New Speed Graphics

GRAFLEX are celebrating their Golden Anniversary in a fitting and tangible manner. After fifty years of manufacturing the cameras that have been the backbone of serious photography in America, they announce for January 10th delivery improved models of the 3¼ x 4¼ and 4 x 5 Speed Graphics to be known as the *Anniversary Speed Graphics*.

Incorporated in 1890 as the Folmer & Schwing Manufacturing Company in New York City, they later moved to Rochester. They were a part of the Eastman Kodak Company (Century-Folmer & Schwing Division) from 1905 to 1926, and since that time have been the Folmer Graflex Corporation, an independent concern known for the dependability of their Graflex, Speed Graphic, Crown View, Studio, Photorecord, and a number of specialized cameras.

The new Anniversary Speed Graphics (3¼ x 4¼ and 4 x 5) are fit companions to the recent and widely-acclaimed Miniature 2¼ x 3¼ Speed Graphic. They add a new versatility, convenience and attractiveness to these larger cameras that have come to be the standard equipment of our news and professional photographers and a favorite instrument among advanced amateurs and hobbyists.

New features of the Anniversary Speed Graphics are: a lateral shift of the front standard, in addition to the existing vertical shift; a drop-bed locking rigidly and well out of the field of wide-angle lenses; a two-piece linked track for rack-and-pinion focusing of the wide-angle lenses; dual focusing controls for right-hand and left-hand operation; a track-lock to fix the lens in position after a critical focus has been obtained; a one-piece all-metal front-standard; a new type of lock that fixes the front-standard very rigidly; and a wire frame viewfinder that telescopes into the front-standard when not in use, in addition to the existing parallax-correcting tubular viewfinder that has been accorded such enthusiastic approval by its users. The bed of the new models is all-metal, and it has been made possible to provide for a simplified protected internal coupling of accessory rangefinders.

The styling of the Anniversary Speed Graphics (3¼ x 4¼ and 4 x 5) has been considerably improved by the restrained use of bright and satin chrome and the addition of a slender chrome strip around the front of the body.

The new models of these popular all-purpose cameras will have a wide welcome among all classes of photographers.

Agfa Products on Fair Trade

Product	Maximum Discount
Agfa Roll Film—	
Superpan Supreme, Finopan, Super Plenachrome, and Superpan Press (all sizes except 35 mm.)	List Price—no discount
Agfa Cameras—	
Plenax Folding Cameras (all models and sizes)	List Price—no discount
Clipper Cameras (all models and sizes)	List Price—no discount
Readyset Cameras (all models and sizes)	List Price—no discount
Speedex Cameras (all models and sizes)	List Price—no discount
Memo Cameras (all models)	List Price—no discount

"Sussman Mounts Are Paramount"



THE RODNEY

THE RODNEY EASEL

Coated Stocks—Gray Only—Serrated Underlay—Slip-In Style

Print Size	Outside Size	Price per 100
4 x 6	5⅝x 8⅝	$ 7.25
5 x 7	6¾x 9½	8.50
6½x 8½	9 x12	13.50
8½x 6½ Gr.	10½x 9¼	13.5[illegible]
8 x10	9½x12½	14.0[illegible]
10 x 8 Gr.	12½x11	15.0[illegible]

THE JORDAN FOLDER

White and India Rag Stocks—Deckled Edges—Platinum Ink Border and Bevelled Inner Plate Sinking Around Opening—Slip-In Style

Print Size	Outside Size	Price per 100
3x 5	5½x 8	$ 7.00
4x 6	6½x 9¼	8.50
5x 7	7½x10¾	10.50
8x10	10½x14	15.50
10x 8	13 x11⅝	16.00



THE JORDAN

Samples of any Sussman Mount sent on receipt of 15 cents

HIRSCH & KAYE

Distributors

We have them in stock *Place your order direct with us*

Jack Powell Etching Screen

UNUSUAL effects that make for outstanding pictures can be achieved through the use of Jack Powell Etching Screens. Low in cost, easy to use, distinctive in results, these screens will add an eye-arresting quality to your work. Consisting of a strong celluloid base upon which is reproduced one of seven available motifs, the Jack Powell Etching Screen offers you an opportunity to lend new charm to portraits, landscapes and other subjects of pictorial beauty.

The resulting effect is an over-all pattern which becomes an intrinsic but unobtrusive part of your print.

Long an accepted standard by professional and amateur alike, widely employed and often imitated. the Jack Powell Type A Etching Screen leads a distinguished group of other designs—each to accent a different pictorial mood.

Type A—the FREELINE—imparts hand-etched effect, adds drawing and sharpness to picture.

Type B—the STEELINE—creates a steel engraving effect—retaining detail, lends brilliance to print.

Type C—the JACK FROST—produces the effect of large crystal pattern . . . does not detract from the picture.

Type D—the TAPESTRY—lends a fine webbed effect of great richness.

Type E — the RENAISSANCE — through its effect of cracked antiquity this screen transforms portrait or landscape into replica of an "old master".

Type F — the BROMOIL — achieves the effect of the Bromoil Process without that difficult method being employed.

Type G — the PAPER-NEGATIVE —gives a pleasing impression like that of a paper negative print . . . creates an air brush or charcoal impression.

Jack Powell Etching Screens are made in the following sizes: 5x7, 8x10, 11x14. Type E is made in only 8x10 and 11x14 sizes. As the pattern on the large screens is slightly heavier than that on the smaller ones, the etching screen should correspond in size with the print desired.

NEW LOW PRICES:

5 x 7	$1.50
8 x 10	2.50
11 x 14	3.50

←⁂→

Insurance

By J. L. BELL
Comptroller of Fink-Roselieve

The subject of business insurance is much too important to be covered in a short article. All that I will attempt to do is call your attention to various features in two types of insurance.

Fire insurance is the most usual insurance, and the one which is almost always carried by stores. But how many stores periodically review their total stock to see if they have adequate coverage? The total value of stock carried changes and so should the coverage change.

Because fire losses are usually partial losses, there is a tendency to insure for a portion of the value of the property. To combat this tendency, insurance companies usually write policies with a co-insurance clause. You should determine if your policy has this clause. The amount of proper coverage is shown by the following instruction. This is based on an 80% co-insurance clause:

Value of property	$10,000
Face value of policy	7,000
Loss	4,000

The insured is a co-insurer for one-eighth of all losses, and the insurance company in this case will only pay seven-eighths of $4,000, or $3,500. It is therefore imperative that you determine the type of fire policy which you have, and this is best taken up with your usual broker.

Sussman Mounts wi

We have them in stock



DREXEL FOLDERS

Perfection Coated Duplex Cover Stock
Rag Stock Insert — Deckled Edges
Slip-in Style — Buff and White Shades

This folder has been especially designed for the customer who demands that the finished photograph be of exceeding simplicity and attractiveness, mounted in folder. The soft tone of the coated-embossed cover stock, neat insert design with plate sinking around it, all lend to an appeal which cannot be denied.

Print Size	*Outside Size*	*List Price per 100*
3 x 4	5 x 7	$6.00
3 x 5	5½x 8	6.75
4 x 6	6½x 9¼	8.50
5 x 7	7¼x10¾	10.00
7 x 5 Group	9⅛x 8⅛	10.50
6½x 8½	9¼x12½	13.00
8 x10	10¾x14	15.00
10 x 8 Group	13 x11⅝	15.00

"Sussman Mounts Are Paramount"



KELVI

Creation Coated D
Serrated Edge U
Gray an

Strikingly modern in stock
photographs, aptly describ
mensions throughout all the
which once seen, will dema
tomer demand for additio

Print Size	*O*
3x4	4
3x5	5-
4x6	6
5x7	7

Manufactured by A. S

Obtain your supp

HIRSC

ill Aid Portrait Sales

• Order them direct



N EASELS

lex Cover and Insert Stock
erlay Slip-in Style
Neutral Shades

d design, most attractively framing the Kelvin easel. In oversized di- z , in which it is made, it is a style i tant attention and produce cus- pictures.

ide Size	List Price per 100
x 6¾	$6.00
x 7⅝	7.50
x 9	9.00
x10⅛	10.00

man & Co., Philadelphia, Penna.
through HIRSCH & KAYE

H & KAYE

tributors

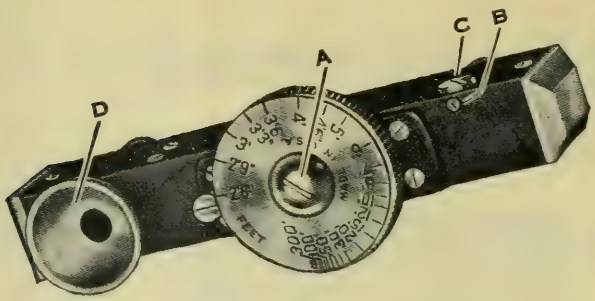


HYLTON EASELS

Creation Coated Duplex Cover Stock
Rag Stock Insert Serrated Edge Underlay
Slip-in Style Buff and White Shades

For the discriminating customer who demands the simplicity of a softly tinted design in the easel style, the Hylton style was created. Beautiful satin-smooth cover stock in duplex shades, neat insert design with plate sinking to further accentuate its beauty, this easel instantly reveals a sturdiness of stocks and an eye appeal which will produce immediate profits in more pictures. The IONA style is the Hylton easel in a two-piece easel in the smaller sizes, to make it an outstanding value for School work and Baby pictures.

Print Size			*Outside Size*	*List Price per 100*
4 x 6			6⅛x 9	$9.00
5 x 7			7⅛x10⅛	10.50
7 x 5		Group	8⅞x 7⅝	10.75
6½x 8½			9 x12	14.50
8 x10			10 x13½	16.50
10 x 8		Group	12½x11	17.00
		IONA★★★ Two-piece Easel		
3 x 4			4¾x 6¾	4.75
3 x 5			5⅜x 7⅝	6.00
4 x 6			6⅛x 9	7.50



Chess-United *Military* Range-Finder

● SELF-ADJUSTING — PRECISION GUARANTEED

(American made)

1. Self-adjusting
2. Shock proof
3. Rustproof construction
4. No-glare eyepiece affords large field of vision
5. Needlepoint sharpness

INSTRUCTIONS FOR USE

1. Keep the Range-Finder parallel to the eyes. Place eye to eyepiece and look at object through Range-Finder.

2. When the object being examined through the Range-Finder is not in focus, two distinct images will appear. Revolve the graduated footage dial until the two images coincide or merge together.

3. This point of coincidence is perfect focus. By referring to the footage dial, the correct dsitance is easily obtained. The readings are in feet measurements.

Price - $5.50

NEW G-E MAZDA *Mighty Midget*

PHOTOFLASH LAMP (Synchro Press No. 5)

20¢ List

Sensational New Convenience!

Carry all the bulbs you need for an evening of flash picture fun in one coat pocket —30 G-E Midgets in this pocket; 24 No. 21 in the bag. Or use bag to carry more film and lamps.

Effective For Synchronized Use

or open flash. Wide peak flash and quick burn-out filaments make the new G-E Synchro Press No. 5 effective in synchronized service. Split-second precision in flashing. Uniform peak and duration.

Sets New High in Safety!

G-E dye-protected safety jackets, inside and outside the bulb, protect you and subject. Color assures complete coating—passes over 99% of flash. New egg-shaped bulb brings extra safety.

Plenty of Light

For a wide range of uses, the new Mighty Midget gives you pictures as vivid and natural as its big brothers. Modern high speed lenses and new ultra-fast film greatly increase its usefulness.

Bulbs Changed in a Jiffy

The bayonet base, like that of many bulbs on your auto, permits speedy replacement of bulbs to make shots in quick succession. New base holds bulb tight in socket—yet it's in or out in a jiffy.

A Few Pennies Adapts

your present flash outfit. A simple adapter unit which fits the socket of your present flash gun permits you to take advantage of the Mighty-Midget right away.

Harmony and Contrast of Colors

MANY colors that are good when used alone, lose their beauty when contrasted with other colors; it is essential, therefore, that these color values be understood if satisfactory results are to follow early attempts at coloring.

Red is the most popular color, and a beginner will use more of this than any other color. Green, when inclining to yellow, as in nature, is the next favorite, but these two colors, when used alone on a print, are not pleasing to the eye, but will need a blue or violet with them as a contrasting color.

Among the uneducated, the color sense is crude and barbaric. With education comes refinement. For example, a woman of the peasant type will wear a green skirt and a red waist, with each color of full primary strength. While the personal appeal of these two colors is as great to the woman of education, her sense of refinement suggests a full suit of green, so low in tone that it is almost black, to which she will add only a touch of red, such as a single rose. Always avoid crude, brilliant coloring, either in a landscape, or in figure studies. Use soft-toned colors, with just a touch of the more brilliant hues, and always select colors that either harmonize or contrast with the general color scheme.

Nature employs green in large masses, though seldom in its absolute purity. In the spring, when nature displays but a few colors, the green in the grass and leaves is at its brightest, but as other colors come the greens grow darker and grayer, forming only a background. Red in nature is never found in masses, but only as in flowers, in autumn leaves, a few birds, and the spots in butterflies. In arranging flowers a person of refinement will have but few of a bright red color, sprays of green forming the contrasting color. So it is with coloring; refinement demands the discriminating choice shown in nature.

The primary colors are RED, YELLOW and BLUE.

The secondary colors are ORANGE (red combined with yellow; GREEN (yellow combined with blue); VIOLET (blue combined with red).

Each color has its complementary color, and when these two colors are placed side by side each appears at its greatest brilliancy, thus:

Red with Green; Yellow with Violet; Blue with Orange.

Colors That Harmonize

BLUE with Orange, Cardinal.

BROWN with Turquoise, Mauve, Gray, Purple.

CARDINAL with Turquoise, Marine Blue

CRIMSON with Green.

GARNET with Sapphire, Mauve, Pearl.

GRAY with Violet, Red, Blue, Brown, Yellow.

GREEN with Purple, Crimson, Lavender.

HELIOTROPE with Cream.

LAVENDER with Green.

MAUVE with Emerald, Dark Brown, Garnet.

ORANGE with Purple, Light Blue, Indigo.

OLD ROSE with any shade of Blue.

PINK with Light Blue.

PURPLE with Orange.

RED, with Blue, Gray, Green.

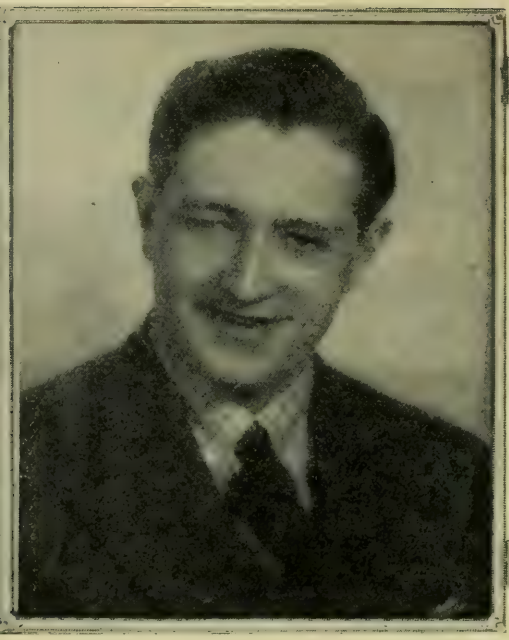
ROSE with Light Blue.

SCARLET with Ecru, Light Blue.

VIOLET with Light Green, Dark Green.

YELLOW with Purple, Blue, Green.

Catalog of colors and color sets will be sent on request.



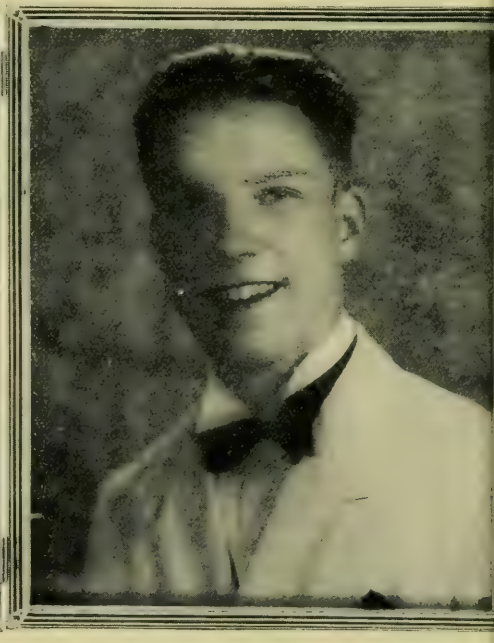


NO. 7 DOUBLE

Sizes 4x6, 5x7, 6x8, 7½x9½, 8x10, Gold or Silver.....$2.10 each

Also available in Triple at $3.60 each





NO. 10 DOUBLE

Sizes 7½x9½, 8x10, Gold or Silver.....$2.20 each

Modern Distribution Is a Benefit

IT IS ordained that everyone's work shall also contribute to the living of others. At times when we realize this, we try to judge our work by the margin of benefit it yields the community. Does the dealer or storekeeper in buying and stocking things for distribution—do the *specific things that are made and sold*—confer a community benefit or constitute a community burden?

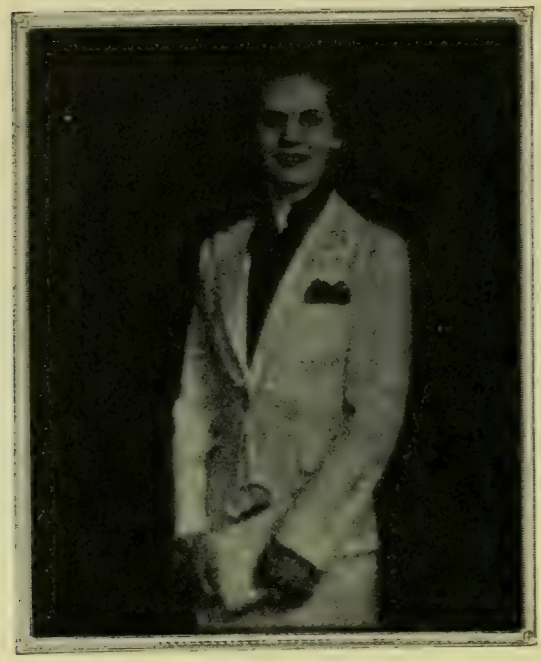
Some contend that division of labor is not beneficial, that it increases the complexity and cost of living—life would be simpler, less expensive, they say, if we made for ourselves the things we need and supplied them to ourselves, abolishing all so-called "middlemen." Others contend that division of labor has not made life more complex but much simpler and much more economical.

Let us consider the service of manufacturer and storekeeper. There was a time when almost everyone was his own manufacturer, making for himself nearly everything he needed. That he needed little was fortunate, because there was only little he could get. The things that served his need were absolutely limited by his own skill and versatility as a craftsman. But in the development of society it has now come about that almost no one makes anything he uses; everything is made for him by someone else; and, as a consequence, nearly everyone is making or serving something that everybody uses, with the result that all of us have more of everything.

Now, suppose we try to simplify all that to suit those who object to its so-called complexity and costliness. Suppose each of us begins to be his own manufacturer. Would such a course be simpler? Would it be more economical? It would be neither. The *cost test* alone decides that. Cost is important because low cost—really *low cost,* not mere *cheapness*—can be attained only by simple, direct and economical methods, while high cost usually means clumsy, haphazard and complex methods. Certainly it costs money to have a manufacturer make our goods for us!—but it will cost us more if we make them for ourselves, and besides, fewer goods will be made. While we are learning how to proceed, and where to find the materials, and how to fashion the tools, the manufacturer already will have finished the job; and in doing it for one customer he will have done it for thousands, making a far better commodity at much less cost and dividing the economies between all who use his skill. In the time alone thus saved, in the greater use-value of the goods, in the smaller amount of our labor we are required to give in exchange for the manufacturer's labor, there is an economy of strain and of waste and of frustration and of money that only a simple system could produce.

The storekeeper is in the same category. Certainly it costs money, just as the critics say, to bring goods to the customer—a great deal of money in the aggregate. But it would cost the customer much more if he fetched the goods for himself—only under such a system as that he probably would have less money to fetch anything. In the first place, he would have to go where things are made. He would have to be his own transportation system. For rubber he would go to one city, for steel to another, for motorcars to another, for furniture to another, for citrus fruits to the South or California, for cotton cloth to the mills—and so on. These goods are now collected into local stores or stocks and sold everywhere, but if there were no storekeeping distribution system, they would be sold only where they are made—that is where the storekeeper buys them now. The ordi

(Continued on Page 23)



No. 7

No. 7

SILVER OR GOLD

Velvet Easel Back

Sizes	*Price*
4x6	$1.00
5x7	1.00
6x8	1.00
7½x9½	1.00
8x10	1.00
9½x7½	1.00
10x8	1.00



No. 9

SILVER OR GOLD

Velvet Easel Back

7½x9½ ..... $1.10 each



No. 10

SILVER OR GOLD

Velvet Easel Back

7½x9½ or 8x10 ... $1.10 each

10x13 ..... 2.20 each

(Continued from Page 21)

nary purchaser would be traveling much of the time on buying journeys, and the places where he could buy would grow fewer and farther between. Not many manufacturers could exist, because not many customers would endure such laborious efforts to buy.

But here is the storekeeper or the dealer; he does our buying for us, leaving us free to use our time to more advantage. He buys, say, for 500 customers—a whole neighborhood, a village, a countryside—and the total cost of the buying, in time and money, is just about 1/500th part for each customer. Whole stocks of thousands of needful items from every part of the globe are assembled at our street corner for our service and convenience. We no longer need lay in large supplies for a season or a year, we may buy as each day or week requires. How much would those goods cost us if we had to go where each of them is made, and if we had to transport them ourselves? Storekeeping, or retailing, is a mass-distribution, labor-saving job that makes the business of living less expensive for all of us. If manufacturing and merchandising did not exist, our common necessity and common sense would compel us to organize them as a time-saving, money-saving cooperative social service in essentially their present forms.

The so-called "complexity," therefore, turns out to be simplicity, and the so-called "expense" turns out to be economy. So it would be with a lot of things we complain about if we looked at them more understandingly.

W. J. CAMERON

HIRSCH & KAYE *offer you this complete, one-source service.*

Color and Lumber

WHEN the Red River Lumber Company wanted a picture that would advertise their product, they asked J. H. Eastman of Susanville to find and produce a suitable subject. Mr. Eastman loaded his camera with Kodachrome cut film, explored the forests and obtained a beautiful natural color picture of a Ponderosa Pine revealing the full majesty and size of the tree.

In order to show this size and bring in the element of action, two lumberjacks are in action in the foreground. The picture was a most difficult one, as shown by the scant bit of blue sky occasionally revealed through the foliage.

We feel highly honored to have received a copy of the resulting calendar, which was made from the first Kodachrome industrial negative made in this region. The picture measures 12 x 19 and is available without calendar or advertising at the low cost of 25c. If interested, write to the Red River Lumber Company, Westwood, California.

Victor Miniature Catalog

The Victor line of reflectors includes a reflector for every size lamp and for every purpose or condition. It also includes a new synchronizer, Hi-Lo Switch, and other accessories.

Complete information on the entire line is now available in a pocket-size illustrated catalog, a copy of which will gladly be sent on request to Hirsch & Kaye.

Film Roll Mailer

Photo finishers whose business is brought to them by mail will be interested to know of a source of supply for suitably-designed mailing bags and shipping tags. If you are interested, we suggest you write to the National Shipping Supply Company, 1828 Main Street, Kansas City, Missouri.

One of Our Spring 1940 Styles



THE SWING

Definitely away from the usual—it will add a decidedly fresh note of individuality to your display.

A two-piece easel—design in silver and gray—in all standard sizes, 2¼ x 3¼ to 8 x 10 upright.

Have your stockhouse salesman show you this style, or send 5 cents and we will send a sample of the 4 x 6 size; or for 14 cents, the 8 x 10 size.

ASTMAN KODAK COMPANY

[APRELL LOOMIS DIVISION] CHICAGO, ILLINO

Jerry's Corner

By Himself

This page is dedicated to my public in IDAHO and the theme song is—Idahole lot rather ride with Ida-ho.

Idaho is a WESTON garden of EDEN. Only a few years ago the BLACKFOOT KETCHUM EAGLE and BEAVER and CARIBOU with WINCHESTER, but since Indian WEIPPE out CUSTER, you remember the story of HOWE the AMERICAN FALLS, things have changed.

Today, ONEIDA NEW PLYMOUTH with GILMORE or RICHFIELD gas for POWER and GOODRICH tires. Look out for the FALKS in the road, or you'll go up a CULDESAC with a HORSESHOE BEND, and before you know it, the GRANITE of the CANYON will DENT your FENNder. A WEISER man will tell you—USTICK to the other VAY.

I want to tell you about DUBOISE I know. These BOISE are as POPULAR as STANLEY and LEWISTON.

JEROME is ATHOL man, ANNIS a hit with MENAN the ladies. His chum is PAUL the PLUMMER, who is a good natured POLLOCK and as fat as SANTA. His girl, ADA, calls him her DARLINGTON. She's a BUTTE, with all the GRACE of a DIETRICH or a DE LAMAR.

In his spare time, Paul is MULLAN around the city COUNCIL, DRUMMOND up votes. People often say, I'll bet IDAHO FALLS for him.

One day they had a DAYTON a CHESTERFIELD. The weather was COOLIN and she said, I'm getting CHILLY. So he gives CENTRAL a DINGLE on the 'phone and says, give me the COLEMAN. Hello, he says—lo-LEMHI-ya. Will your COLBURN or is it a lot of STONE? DEARY, she whispered — EMIDA known you'd take care of your SUGAR.

That made him ELMIRA all the more, and then, knowing she was EGIN him on he gave her a big PEARL or a GEM of some kind. It SHOSHONE bright.

Now she was WILDER than ever about him but quickly said—I HOPE you two haven't pulled a BONNER and been ROBIN BANKS.

NOTUS, he answered, IONA MOUNTAIN HOME, made of BLACK PINE, up near the BOUNDARY, with a lake of CLEARWATER stocked with SALMON. I SUBLET part of it. There's a pretty LANE that goes through the FOREST where the water falls in a CASCADE over the BASALT ROCKS.

We had a party there last week. All my friends were there. CARMEN CAMAS a BAKER, PAULINE as a BARBER. We played PICABO and other games. JULIAETTA MELBA and some kind of an ERB she found, and topped it off with a COCALALLA. LATAH she FELT CONDA sick so they had to CAREY her out to the CORRAL where everything was BLISS.

There she saw FERDINAND smelling a GARDENA.

—JERRY.

Photographers

Write for 1939 Catalog and price list, genuine oil portraits—pastels, or rebuilt damaged portraits.

Convex glass and portrait frames.

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752 - 13TH STREET, OAKLAND, CALIF.

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SAVE overhead and operating expense.
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Amateur Finishing Outfits, for Roll Film and Circuit Work.

Large Daily Output. Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

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BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



2 SIZES
12, 19 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
COMPACT
DURABLE
EFFICIENT

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GENE CARTER
2169 FIFTEENTH STREET
SAN FRANCISCO, CALIF.

Special Attention to Mail Orders

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering.
Description and illustration of any article gladly sent on request.

To equalize our stock of **Champlin Developer** and material, we offer the following bargains:

Formula No. 16 Kit

Contains:

CSC 1 oz. Tironamin "C"
CSC 1 oz. Chlorhydroquinone
CSC ½ lb. Sodium Sulphite
CSC 4 oz. Champlin's Liquid Acid Hardener

Bargain Price ..... **$1.40** per kit

Tironamin "C"—4-oz. size

Add 1 oz. (30 cc) of Tironamin "C" to each 15 ozs. (470 cc) of developing solution. This will make a concentrated developer which can be diluted with 9 parts of water for use. To further Emulsion Speed and Fine Grain, dilute 1 part of developing solution with 9 parts of a 10% Sodium Sulphite solution.

Bargain Price—Per 4-oz. (120 cc) bottle **$1.10**

Paraphenylene Diamine
Base, P

1 oz. bottle **$0.40**
4 oz. bottle **1.20**

Champlin Hydrochinone

1 oz. bottle **$0.20**
3 oz. bottle **0.45**

Chlorhydrochinone
Acid Free

1 oz. bottle **$0.45**
4 oz. bottle **1.35**

Champlin Sodium Sulphite

1 lb. bottle **$0.22**
5 lb. bottle **0.90**

Champlin Sodium Bisulphite

1 lb. bottle **$0.30**

Champlin Chrome Alum

1 lb. **$0.22**

Champlin Acid Hardener

4 oz. **$0.20**
8 oz. **0.30**
16 oz. **0.40**

Champlin Formula #15

24 oz. bottle (solution) **$1.05**
32 oz. bottle **1.50**

Champlin Formula #15 Powdered

This formula is delicately balanced and requires care in weighing. The C.S.C. prepared powders are extremely accurate and easily dissolved by anyone.

Powder Compact with Iso Propyl Alcohol sufficient to make 32 oz. of Formula #15 ..... **$0.95**

Hard Rubber Combination Tanks

These are battery boxes and therefore substantial and durable. Each of the three compartments has inside measurements of 5¾x2¼x6¼ inches deep.

Bargain Price **$0.50**

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.
Description and illustration of any article gladly sent on request.

Pair of 3-inch **Mounted Condensers** in modern metal mount.

Bargain Price **$3.00**

Cine Kodak, Model 20, for 8 mm. film, fitted with F3.5 lens.

Bargain Price **$21.50**

Miroflex, 6½x9 cm., with Carl Zeiss Tessar F4.5, adapter and case.

Bargain Price **$69.50**

Quickset Easel for 11x14 paper. Excellent condition.

Bargain Price **$5.50**

Perutz Ultra Fine Grain Developer. Each package sufficient for 20 ounces.

Bargain Price per pkg. ..... **95¢**

3¼x4¼ RB Graflex, Series B, with F4.5 lens, film magazine and case.

Bargain Price **$69.50**

Beattie Portopan 4-Unit Lamp for Photo Flood bulbs. Includes stand.

Bargain Price **$37.50**

Kalart Micromatic Flash Synchronizer. Have only one to offer.

Bargain Price **$8.50**

B & W Exposure Meters and Diaries. Worth several times the bargain price for the photographic information these books contain. They are 1939 editions.

Bargain Price ..... **50¢** each

Korona Panoram Camera, 12x20. Camera has 22¾" bellows and includes a film holder. Condition like new.

Bargain Price **$65.00**

Zeiss Magniphot Enlarger, without lens, for 35 mm. film.

Bargain Price **$23.50**

Certatrap, 9x12 cm., with Xenar F4.5 focus panel, three holders and pack adapter.

Bargain Price **$37.50**

9x12 cm. Plate or Cut Film Camera, F3.5 Cassar lens, three holders, pack adapter, focal plane shutter and case.

Bargain Price **$59.00**

Mergon Cold Enlarging Lamp and auxiliary sufficiently large to cover 6.2 x 8.2 negatives.

Bargain Price **$18.50**

BLACK JAPANNED FERROTYPE PLATES

A fortunate purchase enables us to offer excellent quality Ferrotype Plates at bargain prices.

14x20 ..... **0.40**

Contessa Nettel, 3¼x4¼, with Carl Zeiss Tessar 13½ cm. in Compur, with pack adapter and case.

Bargain Price **$45.00**

Voigtlander Avus, 9x12 cm. (or 3½x4¾ inch) with 13.5 cm. Skopar lens F4.5 in Compur, three holders and adapter.

Bargain Price **$37.50**

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering
Description and illustration of any article gladly sent on request.

Ley Metal Tripod Stand with wood tilt top. Ideal for 5x7 Home Portrait use. Extends to 5½ feet, closes to 3 feet; weighs 7 pounds.

Bargain Price **$18.50**

HAUFF'S GLYCIN DEVELOPER

1 oz. ..... $ .40
4 oz. 1.25
8 oz. 2.50

HAUFF'S AMIDOL

4 oz. $1.75
16 oz. 6.50

Pako Liberty Model Matte Print Dryer, fitted with new apron. This is a gas heated dryer with 110 volt AC motor. Fine for matte prints, photostat prints, and similar use.

Bargain Price **$60.00**

Pako Liberty Model Matte Print Dryer with new apron. This is an electric heated dryer in good condition.

Bargain Price **$120.00**

Ansco 8x10 Universal View Camera with 2½-inch #8 Packard Shutter. Excellent condition.

Bargain Price **$49.50**

SILENT STUDIO SHUTTERS

This popular shutter has been discontinued. We close out our stock of the following:

4-inch diameter $4.50
5-inch diameter 5.50
4½-inch diameter 4.75
6-inch diameter 6.50

Testrite No. 10 Reflector with 6-foot stand.

Bargain Price **$7.50**

Pair of 14-inch book mounted **Condensers,** in excellent condition.

Bargain Price **$65.00**

Zeiss Magniphot Lighting Attachment.

Bargain Price **$19.50**

9x12 cm. Plate and Cut Film Camera, with F4.5 Doppel Anastigmat in Vario Shutter, pack adapter and focus panel.

Bargain Price **$17.50**

Elwood Studio Enlarger for 5x7 and smaller negatives. Fine condition.

Bargain Price **$24.50**

9x12 cm. Kawee Camera, double extension F4.5 Xenar lens in Compur, pack adapter and case.

Bargain Price **$33.50**

9x12 cm. Ideal B, double extension 6-inch F4.5 Doppel Anastigmat, adapter, focus panel and case.

Bargain Price **$52.50**

Ideal B, 9x12 cm., double extension F6.3 B & L Protar convertible lens, pack adapter, focus panel.

Bargain Price **$52.50**

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

8x10 Korona Film Holders, shop worn, but quite serviceable.

Bargain Price $2.50

SAMSON JUNIOR TRIPOD

A favorable purchase enables us to offer a bargain in a medium-weight, well-constructed wood tripod. This tripod resembles the Samson Senior and is a two-section tripod weighing just 2 pounds. When closed the length is only 29 inches, and fully extended it has a length of 54 inches. The tripod is quite rigid for such light weight.

Bargain Price $3.85

Kodascope C, 16 mm., motor driven, Projector. Capacity 400 ft. reel.

Bargain Price $15.00

Folmer Multiple Studio Camera, 5x7, with complete set of kits. Shop-worn.

Bargain Price $79.50

Pair of **12-inch Mounted Condensers.** Will be sold unmounted if wanted.

Bargain Price:
$29.50 per pair mounted
or **$20.00** per pair unmounted

Mergon Cold Enlarging Lamp and auxiliary sufficiently large to cover 6.2 x 8.2 negatives.

Bargain Price $18.50

Beattie Portopan 4-Unit Lamp for Photo Flood bulbs. Includes stand.

Bargain Price $37.50

5x7 Professional View Camera, without case. 15" bellows. Fine condition.

Bargain Price $15.00

Exacta B Camera, vest pocket size, with F2.8 Tessar Lens in Eveready Case. Excellent condition.

Bargain Price $115.00

Beattie Arc Spotlight with Stand. Has been used, but still quite serviceable.

Bargain Price $18.50

9x12 cm. Kodak Recomar Camera with KA F4.5 lens. Focusing Panel, Film Pack Adapter, three Holders and Case included.

Bargain Price $54.50

WE'LL BE THERE

Photographers visiting the Master Photo Finishers' Convention at Hollywood, are invited to visit the Hirsch & Kaye section, booths 1 and 2. We will have something of great interest to show you.

HOTEL ROOSEVELT, HOLLYWOOD . . . . . MARCH 21-22-23

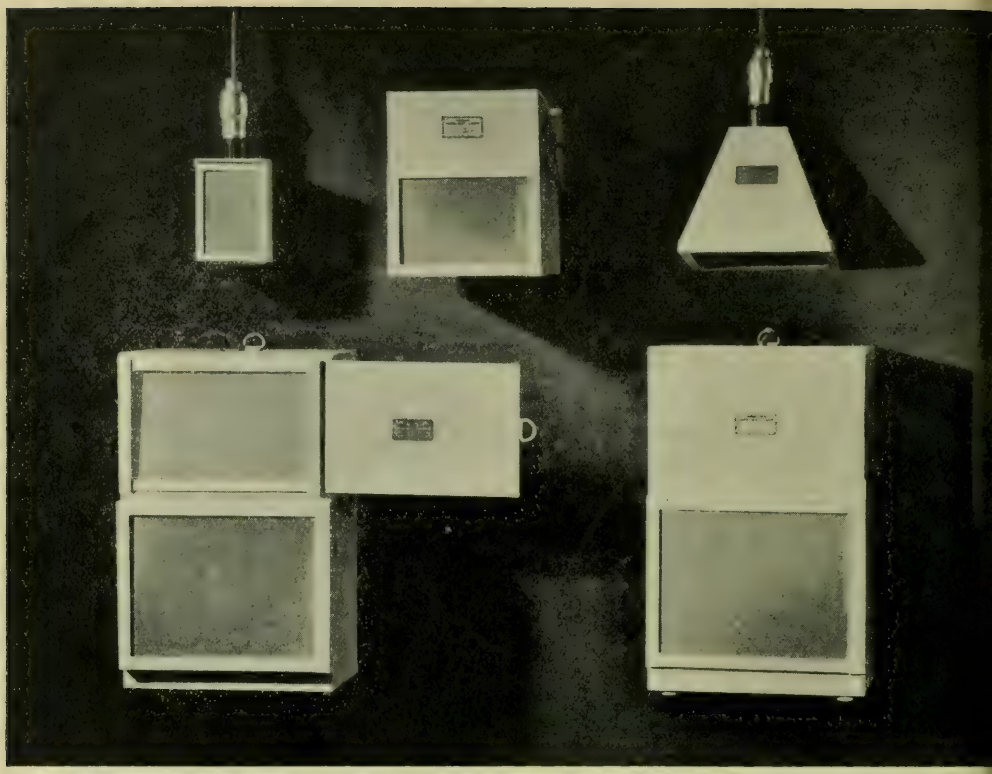


They Prefer OPAL

YOU can sell more large prints on Vitava Opal because they have the depth, brilliance, fine gradation, and warmth of tone of the finest contact prints . . . in fact, customers usually prefer Opal enlargements to contact prints. This accounts for the wide use of Vitava Opal by leading photographers. Eastman Kodak Company, Rochester, N. Y.

ITAVA OPAL PAPER

OR ENLARGEMENTS OF CONTACT PRINT QUALITY



Make Sure of Safety

USE darkroom lamps that you know are safe for the material you are using and you can be sure of fog-free negatives and prints. The lamps shown above, with Wratten Safelights, are the most efficient lamps you can buy.

Top row from left, the Brownie at $1.75, with end and side Safelights, is convenient as a wall or hanging lamp. The Kodak at $4, with 5 x 7 Safelight and bracket for tilting, fits on wall, shelf, or table. The Eastman at $3, with 5 x 7 Safelight, is an excellent overhead lamp. Bottom row, the No. 1 Wratten at $10 has both 8 x 10 Safelight and slide-covered opal glass for examining negatives by white light. The No. 2 Wratten at $8 does not have the opal glass or slide. Series 2 Safelights are supplied with these lamps unless otherwise specified.

EASTMAN KODAK COMPANY, Rochester, N. Y

THE

FOCUS

Published Monthly in the Interests of Professional Photography

VOL. XVI MARCH, 1940 No. 3

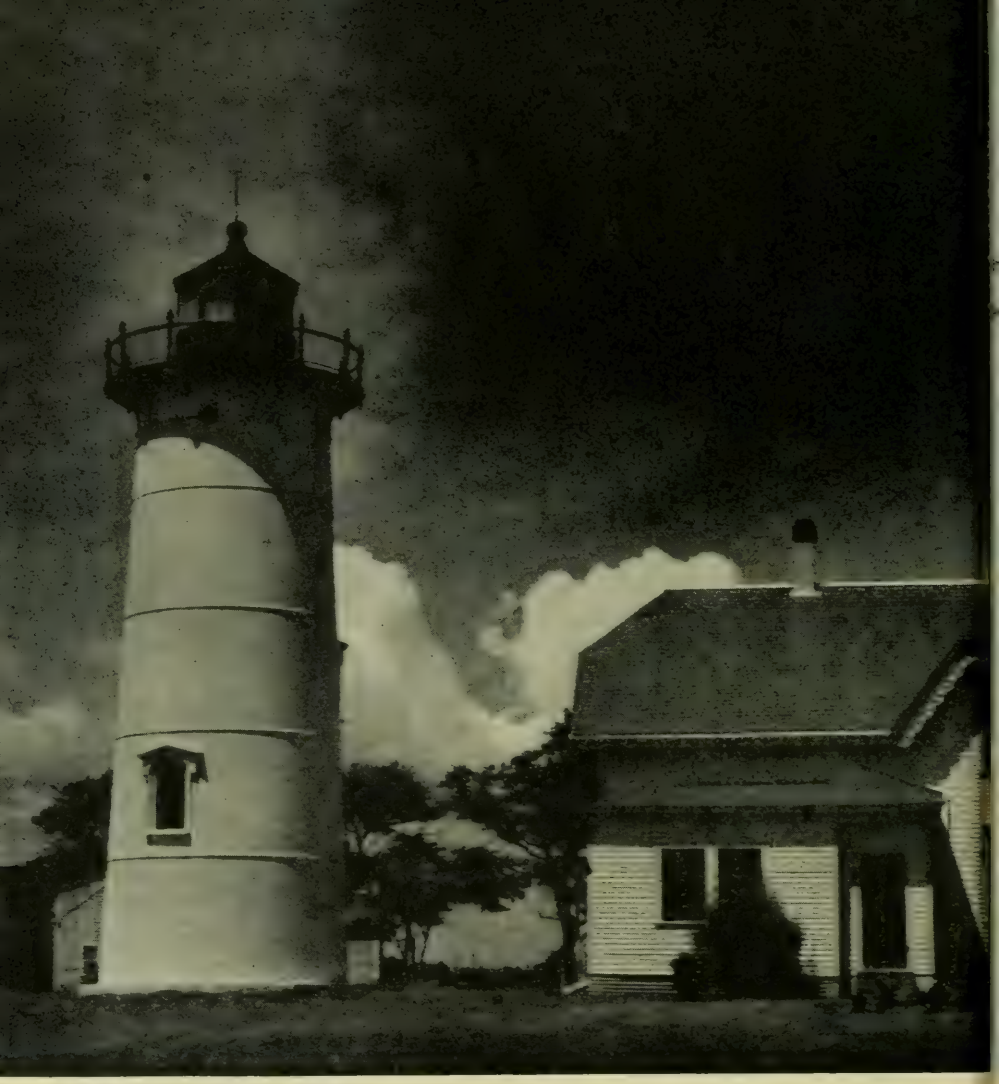


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Pictured Light and Shadow

. . . as you saw it. and caught it in the negative. With Velour Black truth and Velour Black charm.

When the crisply brilliant quality of the Velour Black emulsion has brought the scene to life. then you select from the rich assortment of Velour Black surfaces—27 of them—to give the final lift that makes it *your* picture.

VELOUR BLACK for Prints by Projection

(Full description, manipulation: Defender Book—free on request)

DEFENDER PHOTO SUPPLY COMPANY, INC.

ROCHESTER, N. Y.

THE FOCUS

Prepared and Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE

239 Grant Avenue, San Francisco

The Largest Independently Owned Photo Supply House in the West

VOL. XVI MARCH, 1940 NO. 3

INTRODUCING—



LELAND FRENZEL . . . .

Leland Frenzel is a native son of California, having been born at Point Arena, which is on the coast in the northern part of the state. His father was a farmer, and, as occasion required, was the "Village Smithy," and in this case the chestnut tree was probably replaced by a redwood.

On entering the business world, young Frenzel became a contractor for such building as was done. His first contact with photography was fairly recent, and took place in 1926. His first and present studio is located in Fresno.

He is married and admits that his wife is an invaluable assistant in the studio. When time permits, he attends his Masonic Lodge. At other times he enjoys hunting and fishing. His real hobby and principal interest is Police Photography.

About a year ago he started what has become regular practice in Fresno and an increasing number of cities. He makes a motion picture record of drunken drivers who are arrested as such, and the resulting film is used in arriving at the verdict.

Of the first 250 persons photographed, only one was found to be not guilty. The 249 paid an average fine of $105, or served an average of 55½ days in jail. The success of this test has caused other communities to set up a similar method with somewhat similar equipment. There is hardly a traffic accident in Fresno County which escapes the photographic attention of Mr. Frenzel.

←⁘→

Myself

I have to live with myself and so—
I want to be fit for myself to know—
I want to be able as days go by
Always to look myself straight in the eye.
I don't want to stand with the setting sun
And hate myself for the things I've done.

I don't want to keep on a closet shelf
A lot of secrets about myself;
And fool myself as I come and go
Into thinking that nobody else will know
The kind of a person I really am.
I don't want to dress myself up in sham—
I want to go with my head erect—
I want to deserve all men's respect;
But here in the struggle for fame and pelf
I want to be able to like myself.
I don't want to look at myself and know
That I'm bluster and bluff and empty show.

I can never hide myself from me—
I see what others may never see—
I know that others may never know—
But I can never fool myself, and so—
Whatever happens I want to be
Self-respecting and conscience free.

(Author unknown)



Leaders Depend Upon Gross

Today, Gross Mountings are unquestionably the standard of quality and design in the photographic profession. Leaders in the photographic field depend upon Gross to furnish the mountings in which to clothe their artistry. Perhaps the most sincere tribute has been the imitations which follow Gross styling—but they come one season behind. Because of inherent qualities and patented features, Gross continues to lead in this field. Mere imitators in outer appearance fall far short of producing the stabilized characteristics and finer qualities, which are to be found only in Gross Mountings.

THE *Gross* PHOTO SUPPLY COMPANY

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Canadian Agents: W. E. Booth Company, Ltd., Montreal and Toronto

Can't Cancel Order

A BUSINESS man who has in the back of his mind that he may cancel an order if conditions become unfavorable, may find himself obligated to pay in full for the goods he has ordered. *Once an order has been placed, the buyer ordinarily does not have the right to cancel.*

In a recent case a buyer, after inspecting certain merchandise he had ordered, rejected it because of alleged inferior quality. Thereafter he made an offer by telegram to accept the goods at a reduced price. The next day the seller accepted the reduced price offer by telegram. Then the buyer attempted to withdraw the reduced price offer.

"The attempted withdrawal of the reduced price offer was ineffective," the Arkansas Court pointed out, "because of the seller's reasonable promptness in wiring his acceptance."

As a general rule, an offer may be withdrawn before it has been accepted, but not thereafter. (Myers vs. Cox, 125 South Western Reporter, second series, 475.)

←⁂→

Camera Fans Help Build a Billion Dollar Industry

Photography—from a candid camera fan shot to a costly movie epic—has mushroomed into big business with annual sales volume of $1,720 000,000, the International Economic Research Bureau has reported.

Pointing out that modern picture industries have developed out of experiments conducted more than half a century ago by the late George Eastman, the bureau said, progress has been so rapid the laboratory today is five years ahead of the public.

Sales of photographic material were divided as follows: Motion picture, $1,000,000,000; amateur photography, $120,000,000; lithography, $200,000,000; photo engraving, $100,000,000; tabloid picture newspapers, $70,000,000; studio portraits, $60,000,000; picture magazines, $50,000,000; developing and printing, $50,000,000; medical, industrial and office photography, $40,000,000; industrial motion pictures, $3,000,000.

←⁂→

No More Burnt Fingers!

A NEW extension adapter with built-in ejector for use with the new Mazda No. 5 photoflash bulb, more popularly known as the "peanut" bulb or "Mighty Midget," has just been announced by the Kalart Company, manufacturers of the Micromatic Speed Flash and Lens-Coupled Range Finder.

This new ejector centers the bulb in the reflector as well as providing bayonet-type socket necessary for use with the No. 5 Mazda bulb.

Because of its small size, the heat is concentrated, and the photographer would normally have to wait until the bulb has cooled before removing it. However, the new ejector discharges the bulb instantly when slight pressure is applied. This permits rapid changing of bulbs and eliminates any possibility of burnt fingers.

The ejector has the standard screw-type electric bulb base and may be used with all synchronizers now on the market. Price of the ejector is $1.25.

HIRSCH & KAYE *have them.*

←⁂→

For Sale

Well-equipped, well-established studio and photo finishing store. Located in residential section business district in San Francisco, far from downtown.

Well equipped with deep tanks, several cameras, excellent lenses and everything needed for a modern business. Store has 80-foot depth. Price, $750.

THE PHOTO SHOP
1943 Ocean Avenue San Francisco



Commercial photographers like the triple convertibility of the Wollensak Series Ia Velostigmat.* Photo I—taken with Velostigmat 13″ focus doublet; Photo II—20″ rear element only; Photo III—25½″ front lens—all from same point. A finely corrected anastigmat—ideal for all commercial and architectural photography, group work, landscapes, copying, enlarging. Negatives are clear, sharp. You'll need one often this year. Get it now!

Reg. U. S. Pat. Off.

★ WRITE FOR FREE BOOK



WOLLENSAK OPTICAL COMPANY

ROCHESTER, NEW YORK

WOLLENSAK

Gevaert Company Opens Northwest Branch

Gevaert Company of America nounces the opening of a anch in Seattle, Washington, r the distribution of Gevaert notographic Materials in Ore- on, Washington, Idaho, Mon- na and Alaska.

The new Gevaert branch will under the supervision of Mr. H. Graham.

The Gevaert Company now s three branches on the Pacific oast to facilitate operations d distribution of its products the photographic trade.

←❋→

How One of Our Distant Customers Feels About Us

. Many thanks for your per- nal attention to our last order r "Everyday Greeting Cards." ertainly is a pleasure to do usiness with a firm that has a ersonal interest in the welfare their customers, and verily we re proud to say that in the past veral years of business associa- on we are convinced that the rvice you have accorded us is qual to, if not better than, per- onal shopping, and we are in- eed grateful.

←❋→

Stolen Camera

Leica Model II Camera No. 00438, with Summar F2 Lens No. 354463, is reported stolen. As it may be offered to one of our readers at bargain price, ve publish this information with equest that if the camera is ffered to you a telegram at our xpense promptly be sent.



HARD TO BEAT

Your camera and a Kalart Lens-coupled Range Finder that's a combination hard to beat.

With the Kalart Range Finder attached to your film-pack camera or speed Graphic, you can't miss. Focusing is automatic, quick and accurate. A turn of the focusing knob—and suddenly two separate images of the subject are visible in a bright luminous circle superimposed. That signals perfect focus, the surest aid to clear, needle-sharp pictures.

A Kalart Range Finder, like all Kalart equipment, is precision-built, the finest your money can buy. Makes your camera as flexible as a costly minicam—without sacrificing the full-sized, easily processed negatives you like so well. Prices start at $18.00. You can install it yourself. See a Kalart Range Finder at your dealer's. Buy it. You'll wonder how you were able to get along without it.

THE KALART COMPANY, Inc.

Dept. 0-3

Taft Bldg., Hollywood, Calif.

Also manufacturers of

KALART MICROMATIC SPEED FLASH
KALART SISTOGUN
KALART SYNCHROSCOPE

Made in U. S. A.



Exclusive—



Imagine a beautiful chamois-like surface (similar to the famous Gevaluxe Velours) and add to that—rich warm tones of brown ranging from delicate tans to rich deep chocolate browns, obtained by direct development, and you have a faint idea of the exclusive beauty of Artona Rapid projection paper.

Gevaert

ARTONA RAPID

THE GEVAERT COMPANY OF AMERICA, INC.

6372 Santa Monica Boulevard • LOS ANGELES

NEW YORK • BOSTON • PHILADELPHIA • CHICAGO • SAN FRANCISCO • SEATTLE

A Few Thoughts on Signs

EVEN BEFORE PEOPLE REACH YOUR STORE you can catch their attention. That is the purpose of an electric sign. It advertises your business and service to people on the street; calls their attention to you. An electric sign is visible by day and by night.

An identifying sign can advertise not only your name but your type of business.

There are six things to consider when deciding what you want in a sign, and in checking to see whether the sign you now have does what it should for you.

1. *Location*—Is it placed so that it gets most attention value?

2. *Brightness*—Is it bright enough to compete with other signs and street lighting in your neighborhood? Brightness helps increase the speed with which people read a sign and the distance from which they can see it clearly.

3. *Size and Readability*—This depends partly on the brightness. The smaller the sign the brighter it should be, if it is to be read clearly.

4. *Design*—Unusual shapes incorporating picture effects, trade-marks, distinctive lettering — anything that will help make your sign different from others on the street—will add to its effectiveness.

5. *Color*—Color in signs adds to their attention value. The use of harmonizing colors will often transform an ordinary sign into a very striking one.

6. *Motion* — With electric signs you can get motion, which stops the eye and holds attention longer. Through the use of motion you can help individualize your sign.

There are five types of signs. Sometimes two types are combined in one sign to get more attention value.

1. *Exposed Lamp Signs* can be seen farther. They lend themselves to use of unusual lettering, trade-marks and spectacular features. Motion and color are most easily applied to the exposed lamp sign.

2. *Enclosed Lamp Signs* are best adapted for location markers, and are most effective when designed for seeing at a distance of less than 500 feet.

3. *Silhouette Signs.* Illuminated either by lamps in a trough around the sign, or lamps mounted on the backs of the letters, these signs are more conservative and dignified. Use them where you are not trying to get long distance appeal.

4. *Gaseous Tube Signs.* Neon signs are the best known of this group. They are very adaptable, and can be individualized. They are conspicuous, even in daylight; can be made to flash on and off.

5. *Combination Signs.* Combine the advantages of spectacular effects and motion of the lamp letter sign with the daytime visibility and color values of the gaseous tube sign.

Be Sure Your Sign—whatever the kind you have—*Is in Good Repair,* and *Freshly Painted.* Missing bulbs or tubes make it look shabby.

Remember, your sign is the *first* impression you make on people. People like to deal with successful concerns, and will avoid trying out a new place if it looks shabby.

Be Sure Your Sign Is Clean! See that tubes and bulbs are cleaned regu-

(Continued on Page 11)

"we use Mallinckrodt Products exclusively"

SAYS ROACH'S STUDIO
DENVER, COLORADO

And the Roach Studio has attained a national reputation for fine work. To retain the wealth of detail, shown in the reproduction of these murals, requires good chemicals to back up a good lens and skill. *Pictol**, one of the Photo-Purified Line did its share to secure proper development of negative and print.

When you order, specify Mallinckrodt definitely.



Mallinckrodt
CHEMICAL WORKS

2ND & MALLINCKRODT STS.
ST. LOUIS, MO.
70-74 GOLD ST., NEW YORK
CHICAGO PHILADELPHIA
TORONTO MONTREAL

**Trade Mark Reg. U. S. Pat. Off.*

Thoughts On Signs

(Continued from Page 9)

larly. Signs are exposed to weather, and accumulate dirt rapidly.

Dirt makes a bad impression, and costs you money. It cuts down the amount of light your sign gives—light you are paying for.

Dirty lamps are thieves. Clean signs and lamps are salesmen.

All Neon or *Gaseous Tube Signs Can Be Modernized* at little cost—provided the sign is in good condition—simply by changing your old tubing for the new type fluorescent tubing, which has *eight times* the brightness at the same operating cost!

These fluorescent tubes are the newest thing in lighting. They were used extensively at the World's Fair.

←⁂→

Suggested—At Your Risk

In the Defender Trade Bulletin we learn that a dog basket, large size, with a concealing light drape or blanket thrown over it, makes an excellent baby holder. Probably better, from the safety angle, than the more conventional affairs. These baskets have one side cut out, which allows a full view of the baby.

Don't tell the mother it's a dog basket, as she may get snappy about it or do some growling.

←⁂→

For Sale

Studio completely equipped for production of lantern slides. A file of slide negatives, conservatively valued at $12,000, will be included in the sale.

COAST SLIDE SERVICE
1245 Quince Street, San Mateo, Calif.

←⁂→

Easter In Other Years

THE Easter season reminds us of a number of outstanding events which took place during Easter season within memory of people now living.

It was in the Easter season of 1861 that Civil War broke out. It was in the Easter season of 1865 that Abraham Lincoln was assassinated. It was in the Easter season of 1903 that the terrible massacre of Jews occurred at Kishineff, Russia. It was in the Easter season of 1906 that the great San Francisco catastrophe occurred. It was in the Easter season of 1917—on Good Friday—the United States declared war on Germany.

It was in Easter week, 1918—on Good Friday—that "Big Bertha," shelling Paris from a distance of 70 miles, struck the Church of St. Gervais, crowded with worshippers. But the church still stands; the shell holes in walls and roof are repaired; "Big Bertha" is no more; the throne that sponsored it is vacant; its glory has departed. So will it be henceforth forever where the brute in man assays to master the spirit.

←⁂→

"Untold Wealth" is that which you did not declare in your statement to the tax collector.

←⁂→

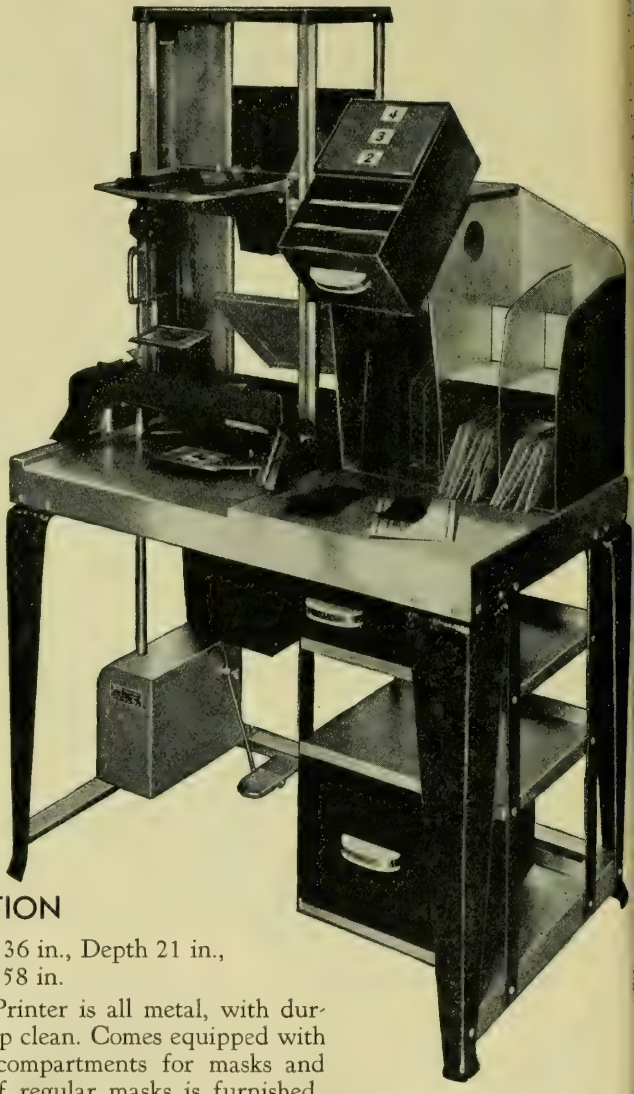
Para-Phenylene Diamine Base

This developing agent is of particular interest to the user of miniature cameras because it gives a fine grain negative which will permit substantial enlargement. In order to get the finest grain negatives with this developing agent, little or no alkali is used, and, as a result, the developing times are rather long. Para-Phenylene-Diamine Base is used by itself or in conjunction with Glycin and sometimes PICTOL. Such combinations will give a faster development but usually with some increase in grain. Available in 1 oz. bottle, ¼ lb. bottle and 1 lb. bottle. Store in dry, cool, dark place. Avoid heat and light.

PAKO OVERSIZE PRINTER

HIGHLIGHTS:

1. Takes any film negative up to 2¼x4¼, or portions from even larger negatives.
2. Enlarges to any image between 2¾x 3½ to 6 x 8. Will make 5 x 7 image from Leica negative.
3. Motor driven, with toe trigger control.
4. Lever-set automatic numbering device.
5. Automatic paper discharge.
6. F3.5 anastigmat lens in automatic focus.
7. Novel circular Negative Holder.
8. Surprising quality and speed.
9. Never overheats negative.



GENERAL DESCRIPTION

Measurements: Width 36 in., Depth 21 in., Height 58 in.

The PAKO Oversize Printer is all metal, with durable finish—easy to keep clean. Comes equipped with boxes for paper and compartments for masks and work envelopes. Set of regular masks is furnished. Special size masks made to order at reasonable cost. Everything is compact and conveniently placed.

List Price, for 110 Volt Alternating Current $480.00

Budget terms are available.

DETAILED CATOLOG SENT ON REQUEST.

HIRSCH & KAYE, *Pako Distributors*

Kodagraph Contrast Process Thin Base Film

(Orthochromatic; Antihalation)

THIS is a new Eastman sensitized material for the Graphic Arts trade and it is to be sold only through Kodalith dealers. It does not supplant any other Kodalith item, but represents a higher speed product for use in line and halftone work with tungsten, Photoflood or mercury vapor illumination. It is approximately the speed of Kodalith Super-Speed Stripping Film and the recommended developer is D-8.

It will be in special demand by smaller photo engraving plants and is being specified for use in the Lectrocut camera, put out by The International Research Laboratories, New York City. It can also be used in the Tasope outfits, of which there are quite a number in the United States. This material can be used successfully in a Chemco Camera with regular Cooper Hewitt illumination.

There have been a great many requests for a product such as this, which will sell at the same prices and in the same sizes as Thin Base Kodalith Film. Rolls over 40″ wide are to be supplied on special order only for the present.

The Front Page

The scene shown on the front page is one of many experienced by our readers in California early in March. This picture was submitted by Peter Richter, Orland, and shows some of the effect of the Sacramento River's invasion of the town. The barricades were hastily placed as a safety measure.

Oddly enough, one of our readers, Mr. Hammond of Martinez, has a studio, the rear of which is built right over a creek bed. Although the creek was filled by the heavy rains and caused a great deal of damage in another part of the city, his studio escaped all damage.

←⁂→

Jan Alison arrived in the home of **Mr. and Mrs. C. M. Boutelle** of the Boutelle Studio, Nezperce, Idaho, on January 23. She checked in at 8½ pounds and at the tender age of 6½ hours posed for her first pictures. Really excellent results were obtained and we know that here at least is one child who will be photographed in a studio at frequent intervals.

Henry M. Seron of Gilroy was a recent visitor to San Francisco.

* * *

H. A. Staples of Chico enlivened the office during a recent visit, with some more good stories.

* * *

George A. Decker of Petaluma has called on us several times during the past month.

* * *

C. B. Hemminger has moved his studio to a ground floor location at 218 W. Third Street, Chico.

←⁂→

Stanley Curtis is now the owner of what was formerly the Gross Studio in Coquille, Oregon. The studio is now known as the Curtis Studio.

←⁂→

Please

Be sure your order contains all necessary information with reference to size, surface and degree of paper wanted, as well as the actual designation and size of film. Failure to give us this information will delay shipment of your order and will retard shipment of all orders. We cannot make this too emphatic.



TWO-LITE SAFELIGHT

By comparison makes all other safelights obsolete, clumsy and expensive. Combines safelight and inspection light by merely removing the lower half. Made for hard usage. Manufactured of shatter-proof, sturdy, heavy duty plastic. Available in three popular colors, red, yellow and green. Uses regular 7½ watt frosted white bulb. Eliminates need for two separate electrical outlets for safelight and inspection light.

Price 50c

Beattie Fluorescent Floodlite

MODEL FS

Designed to supplement the main source floodlite. This lamp is equipped with five 18-inch, 15-watt tubes backed by individual reflectors of specular Alcite sheet, second in efficiency only to silver glass. Curvature of reflectors is so precise that tubes literally merge with their own images into a solid rectangle of light. To insure permanent alignment, lamp holders, reflectors, starters and reactances are mounted in a channel steel chassis, the entire assembly housed in a lamp head of electrically welded furniture steel. Yoke mounted, the lamp head tilts to any angle, and is centered directly over the stand for stability at full height of nine feet. The three-section stand is constructed of large diameter steel tubing, separable from base for portability. Furnished with ball-bearing, rubber-tired casters.

Lamp head measures 16x19 inches and weighs 21 pounds, stand and base, 14 pounds.

While primarily intended to supply shadow illumination when used in conjunction with one of the main source floodlites, Model FS is most valuable for back and line lighting, for the special lightings so salable to older subjects, and as a booster in lighting very large groups. Popular for home portraiture and in pairs for the copy camera.

Price, fully equipped with set of General Electric Daylight Tubes

$64.50

Business Profits

NO ONE can function in commerce unless he has business sense. Business needs idealists, humanitarians, craftsmen and Golden Rulers, but these types merely get in the way and block the machinery unless they have business sense.

"It does not matter what a business man's views may be concerning a 'fair wage' or a 'living wage,' or a 'saving wage'," says one writer. "It does not matter what he may think about the nobility of the profit motive; his opinions are beside the point. He is obliged to make profits his first aim—not his highest aim, not his ultimate aim, not his most cherished aim, but his first aim—for, unless he does so, he is in danger of eliminating himself from the business world. He can give away all that he has; but after that he can no longer pay a living wage or any other kind of a wage."

Failure to recognize this basic fact leads many to indulge in criticisms of business procedure that are entirely beside the point. It leads well-meaning idealists to dissipate their capital, and many fine artisans to file bankruptcy petitions.

Just as the most important duty of an automobile driver is to keep his car on the road, so the most important task of the business man is to keep his books in balance and his surplus on the right side of the ledger. Unless he can do this he will be retired as surely as the sun causes the ice to disappear in the spring. Men who can't make ends meet can't function as business men.—*Bagology.*

Important

So there will be no misunderstanding when you place orders with us for mountings, we ask that you be particularly careful to tell us whether an easel or folder is wanted, and whether the color is to be neutral or grey. As you know, folders are referred to as book type, as the name implies. An easel is a mount which folds backward in a vertical position, while the folder is closed horizontally.

Maurice Kach of Grass Valley called on us while en route to the *SS Matsonia*, on which he sailed for the Hawaiian Islands, February 23. We understand that the trip is in the form of a surprise gift and vacation given to him by Mrs. Kash.

Earl M. Cilley, of Marysville, braved the heaviest storm of the year to make a hurried trip to San Francisco.

Miss M. Mickelsen, known to many stock house and manufacturers' salesmen, and by photographers, as "Mike," died in Sacramento February 19. She was a skilled retoucher and negative worker and often did the impossible on negatives.

John E. Stover has changed his relationship to the La Verne College Studio by becoming owner of the studio he formerly managed.

Sussman Mounts wil

We have them in stock



DREXEL FOLDERS

Perfection Coated Duplex Cover Stock
Rag Stock Insert — Deckled Edges
Slip-in Style — Buff and White Shades

This folder has been especially designed for the customer who demands that the finished photograph be of exceeding simplicity and attractiveness, mounted in folder. The soft tone of the coated-embossed cover stock, neat insert design with plate sinking around it, all lend to an appeal which cannot be denied.

Print Size		*Outside Size*	*List Price per 100*
3 x 4		5 x 7	$6.00
3 x 5		5½x 8	6.75
4 x 6		6½x 9¼	8.50
5 x 7		7¼x10¾	10.00
7 x 5	Group	9⅛x 8⅛	10.50
6½x 8½		9¼x12½	13.00
8 x10		10¾x14	15.00
10 x 8	Group	13 x11⅝	15.00

"Sussman Mounts Are Paramount"



KELVIN

Creation Coated Duple
Serrated Edge Unde
Gray and N

Strikingly modern in stock and
photographs, aptly describes t
mensions throughout all the size
which once seen, will demand i
tomer demand for additional

Print Size	*Outsi*
3x4	4¾x
3x5	5-3/7x
4x6	6⅛x
5x7	7⅛x

Manufactured by A. Sussm

Obtain your supply th

HIRSCH

Distr

l Aid Portrait Sales

• Order them direct





EASELS

Cover and Insert Stock
y Slip-in Style
tral Shades

ign, most attractively framing Kelvin easel. In oversized di- which it is made, it is a style nt attention and produce cus- ures.

ze	List Price per 100
/4	$6.00
/8	7.50
	9.00
/8	10.00

Co., Philadelphia, Penna.
gh HIRSCH & KAYE

& KAYE

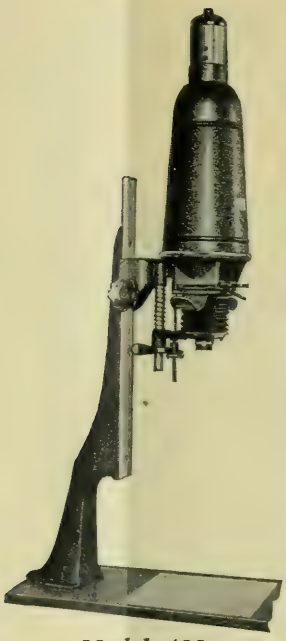
tors

HYLTON EASELS

Creation Coated Duplex Cover Stock
Rag Stock Insert — Serrated Edge Underlay
Slip-in Style — Buff and White Shades

For the discriminating customer who demands the simplicity of a softly tinted design in the easel style, the Hylton style was created. Beautiful satin-smooth cover stock in duplex shades, neat insert design with plate sinking to further accentuate its beauty, this easel instantly reveals a sturdiness of stocks and an eye appeal which will produce immediate profits in more pictures. The IONA style is the Hylton easel in a two-piece easel in the smaller sizes, to make it an outstanding value for School work and Baby pictures.

Print Size		Outside Size	List Price per 100
4 x 6		6 1/8 x 9	$9.00
5 x 7		7 1/8 x 10 1/8	10.50
7 x 5	Group	8 7/8 x 7 5/8	10.75
6 1/2 x 8 1/2		9 x 12	14.50
8 x 10		10 x 13 1/2	16.50
10 x 8	Group	12 1/2 x 11	17.00
		IONA★★★ Two-piece Easel	
3 x 4		4 3/4 x 6 3/4	4.75
3 x 5		5 3/8 x 7 5/8	6.00
4 x 6		6 1/8 x 9	7.50



Model AM
With Condensers

Elwood Model A-M MINIATURE ENLARGER

For

35 mm. Negatives and Up to 2¼" x 3¼"

Has many distinctive features, a few of which are large, rigid base . . . smoothly working parts . . . removable lens boards . . . permits use of lenses of 2 to 4 inch focus . . . red screen for focusing . . . die cast aluminum negative carrier . . .permits enlarging from strip film without removal of carrier . . . glass or metal negative frames optional . . . film capacity, 35 mm. to 2¼-inch width . . . can be used for production of lantern slides and three color separation negatives.

Amazing results are obtained with the large 11½-inch silvered reflector and Opal enlarging bulb. The light is reflected through an angle of 180° and concentrated to cover only the 2¼-x 3¼-inch area of the film.

An improved and remarkably light filter is used. This new development diffuses very little light and eliminates practically all the heat. It is now possible to use the entire 2¼ x 3¼-inch negative without glass plates, which avoids dust specks on the enlargements. For those who desire a double condensing system, the enlarger is made with one 6½-inch and one 5-inch condensing lens. The Enlarger may be purchased with both the condensing lenses and the silvered reflector with the understanding that after a trial either lamp house may be returned for full credit.

Elwood Enlargers are available to enlarge negatives of all sizes, from 35 mm. to 8 x 10. Write for catalog and for any photographic information you may want.

PRICES

MINIATURE MODEL A-M ENLARGER without lens but including one 100 watt light bulb, extension cord, negative carrier with glass pressure plates or metal frames, with baseboard and silvered and polished reflector **$32.50**

Same as above but with one 6½" and one 5" condenser..... **$32.50**

Enlarger with both silvered reflector and condensing lenses and upper part of lamp house..... **$40.00**

Credit allowed for return of either condensing lenses and lamp house or the silvered reflector ..... **$ 7.50**

Elwood Enlargers, any model, can be purchased on budget plan

KELSEY ANNOUNCES

Something NEW in PHOTOGRAPHY

FLUORESCENT LIGHT

All sittings are now made with this new light . . . There's positively no glare—no heat!

Kelsey Studio is the first in West Texas to install Fluorescent Light, ideal for photographic purposes, and we want the public to see this new equipment and know its advanced features.

Fluorescent Light Will Not Injure the Most Delicate Eyes

The new light is cool! You can sit under its rays for protracted periods of time without becoming uncomfortable because of heat pouring down on you . . . It is the most beautiful light we have ever seen for portrait photography.

Use of this soft, natural light leaves subjects more at ease than other types, a fact noticed more in the finished portrait than any other way.

Kelsey's Portraits Are More Beautiful Than Ever

KELSEY STUDIO

800 Runnels **Phone 1234**

This Advertisement was used with much success by the photographer who installed fluorescent lamps, and decided to tell his townspeople.

We publish the ad because others may wish to use it.

An Invitation

When in San Francisco be sure to visit both the San Francisco Museum of Art in the Civic Center and the M. H. deYoung Memorial Museum in Golden Gate Park. Exhibits of contemporary photography are usually shown at both of these museums; for instance, through March 19, Photographs by Bret Weston at the San Francisco Museum, and, commencing March 10, Photographs of the Southwest by Edward Muench. Exhibits of this type are inspiring and educational.

Fine Retouching & Etching

GENE CARTER

2169 FIFTEENTH STREET
SAN FRANCISCO, CALIF.

Special Attention to Mail Orders

Retail Trade Diversion

From an address at the Convention of National Association of Retail Secretaries at New York.

THE amount of the business now being diverted from retail stores into illegitimate channels is generally estimated at over a billion dollars annually. Inasmuch as the evil is more pronounced in larger cities, it is probably true that the stores in our most important cities are losing at least 10% of their volume to these sources. A recent study revealed that of the total purchases made in the Boston area 20.9% of refrigerators were bought at a discount from retail prices, 18.3% of washing machines, 15.8% of vacuum cleaners, 20.1% of radios, 12.9% of watches, 49.2% of food mixers, 27.5% of toasters, 25.6% of sporting goods.

Inasmuch as no organized efforts have been pursued to combat this diversion, it is steadily and progressively growing. The books, magazine articles and even editorials which have appeared on the subject indicate a public recognition of the problem and a general wonderment that nobody does anything about it.

This diversion falls into these general categories:

1. Manufacturers selling direct to the consumer.
2. Misrepresentation in discount catalogue selling.
3. Free-lance selling by agents, not actually retailers, through open showrooms and other contacts with manufacturers.
4. Cut-price selling of merchandise price fixed by law.
5. Personnel divisions of large corporations selling to employees at "discounts."

It is, of course, admitted that retailers have no valid right to object to competition from any new lower-cost method of distribution, or, in fact, to method which represents a net gain in service to the consumer or manufacturer. But if these diversions from retail trade are examined with this thesis in mind, it is evident that the manufacturer cannot distribute his product at reasonable cost unless the stores are ready to underwrite his line by purchasing stocks. He cannot create public demand (at least in the great majority of cases) unless his product is displayed and advertised to the public by established stores, and if a store assumes the function of stocking, displaying (usually in high-rent locations) and advertising a product, it is manifestly unfair that an agency not bearing these costs should benefit by the demand created by them, and then be enabled to short-circuit the store's customers with the connivance of the manufacturer. How necessary the retailer is in establishing the style and intrinsic value of merchandise in the public's mind can be estimated by the selling methods of parasite sellers. It is common practice to refer prospective customers to department stores, so they can make their selections there, with the assurance that they will then be quoted lower prices. This practice indicates that what for want of a better name we call "diversion" results not only in a loss of volume to the retailers but to a loss of customer confidence which must be estimated highly in terms of "good will."

Studies of these problems of illegitimate competition indicate that the manufacturer is primarily dependent on the established stores, and, in the last analysis, will not endanger his future relations with them.

Up to date he has been able to "have his cake and eat it too." The stores have not made their protests strong enough to disturb his general theory that he might as well sell anyone who pays his bills without inquiry into the disturbing questions of ethics, economics and fair play. . . .

1940 Photographic Trade Show and Conventions Already an Assured Success

IN AUGUST, from the 19th to the 23rd, inclusive, there will take place at the Stevens Hotel, Chicago, Ill., a photographic event of the first magnitude. During those five days the Photographers Association of America and the National Photographic Dealers' Association will hold their annual conventions (the 53rd for the P. A. of A. and the 7th for the N. P. D. A.), and the two organizations will join in sponsoring a Trade Show which will put all past shows, convention exhibits or similar affairs thoroughly in the shade.

Professional photographers, advanced amateurs, dealers, importers and manufacturers—all are vitally interested in the Trade Show, which will afford all of them the opportunity to inspect, all under one roof, practically everything worth while available today for the use of those engaged or interested in photography. At the last Chicago convention of the P. A. of A., 177 booths were taken by exhibitors. This year 225 booths are available, 173 of them in the tremendous basement exhibition hall of the Stevens and 52 on the second floor.

This will be the greatest and most comprehensive program ever offered by the P. A. of A. With the picture exhibit, evening entertainments, and the greatest Trade Show ever held in this country as additional drawing cards, it will be surprising if the attendance figures do not rise to the 4,000 mark. It should be emphasized that the entire affair takes place at the Stevens Hotel, which means that once you arrive and register, your expenses from then on are at a minimum. Meals may be had in the hotel at all prices. Neither time nor money are spent in going back and forth to a convention hall. Dancing and entertainment are yours each evening except Thursday with no additional cost. Put a dollar or two away each week from now until convention time, and when August comes you'll have all the money you need to enjoy one of the most profitable weeks you will ever spend.

Although all will be required to register, there will be no charge for admission to the Trade Show, the big picture exhibit of the P. A. of A., of the evening dances and cabaret entertainments on Monday, Tuesday and Wednesday nights. In addition, the public will be admitted, by invitation only, to the Trade Show and the picture exhibit on Monday and Tuesday nights, the invitations being distributed by exhibitors, dealers and members of the two organizations in the Greater Chicago area. The annual banquet of the N. P. D. A. will be held on Wednesday night, and that of the P. A. of A. on Thursday night, tickets being priced at $2.50 a plate for the P. A. of A. banquet and probably the same for the other. Program plans for the N. P. D. A. Convention are not yet ready for announcement. We believe there will be no registration fee for this program, but that is not yet definite.

(Continued on Page 23)



The HI-KEY
main source spotlight

Radically new in ability; remarkable speed and covering power, far easier to handle. Produces the brilliance of a spot, the control of the finest flood. Featherweight and streamlined, raises from floor level to 10 feet. Lamphead turns and tilts through full circle, mounted over center of stand for absolute stability.

Equipped with new C. P. Mazda, designed for color. Consumes 1000 watts, delivers 1750 as measured by old standards.

Complete with special globe, cable, switch, color frame,

$85.00

NEWTONE Restores Faded Photos

Returns faded photos to the original black and white regardless of how much they have faded, whether bromide, developing out paper, or any print in which the silver image has faded due to sulphurization, or will return sepia prints to black and white.

You will be AMAZED at this wonderful transformation when you see the finished photographs.

NEWTONE INCREASES PROFITS!

Think of the possibilities for MORE MONEY and BETTER WORK when you can renew a faded photo before making a COPY.

MANY PEOPLE have FADED PHOTOS and would PAY MOST ANY PRICE to have them RESTORED.

Complete unit of four bottles will make four gallons of solution at

Price $3.00 Per Unit

HIRSCH & KAYE *have it*

1940 CONVENTION

(Continued from Page 21)

Details regarding the P. A. of A. Convention have still to be completed, although much work has already been accomplished. Members of the P. A. of A. in good standing pay no registration fee to attend this program. The usual $3.00 fee will be charged studio owners, partners and managers who are non-members, and $2.00 to employees and all others wishing to attend this program. An outline of this Convention, showing what a bargain it will be for the small registration fees, follows:

(a) Eight Portrait Demonstrations—two each afternoon.

(b) Eight Commercial Demonstrations—two each afternoon.

(c) Eight Talks on Business Promotion—two each morning.

(d) Eight Talks on Photo Finishing—two each morning.

(e) Four Clinics on Reception Room Problems—one each morning.

(f) Two Clinics on Portrait Oil Coloring—Monday and Wednesday mornings.

(g) Two Clinics on Commercial Coloring—Tuesday and Thursday mornings.

(h) Four Clinics on Studio Decoration and Arrangement, showing model studios and workrooms—one each morning.

(i) Four Clinics on Negative Quality (bring your own negatives for personal consultation)—one each morning.

Gloves for the Photographer and Laboratory Worker

AN increasing number of photographers wear gloves while working with photographic solutions. There are some objections to rubber gloves, such as cost and tendency to tear. We are glad to announce that we are distributors for a new product which will more than take the place of any other line of gloves heretofore available.

The gloves we offer are made of Neoprene, which is one of the recently discovered preparations which will resist the action of Lime, Lysol, Acid, Cleaning Fluids, Oil, Grease and practically every known liquid. The gloves are light in weight and, although you may stretch them to an unbelievable extent, there is no danger of tearing them. They are readily sterilized, should your use of them make this advisable. They are odorless, flexible and easily put on or removed.

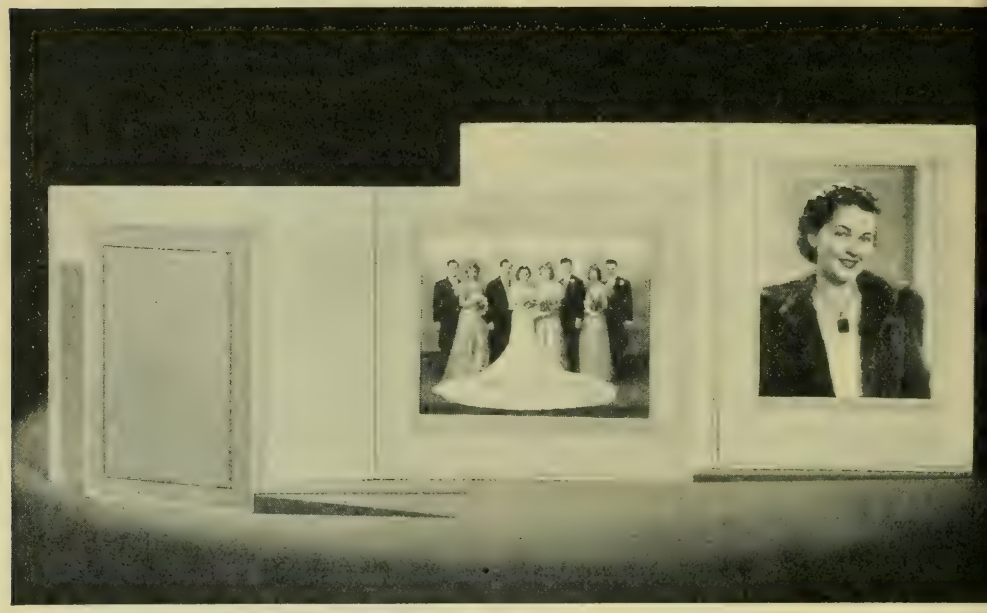
We offer the new line of gloves, with the simple designation NL5, in sizes from 7 to 9, at price of only 50c a pair. While primarily suggested for the photographic and similar laboratories, the gloves are most useful for household work, cleaning the car and other purposes too numerous to mention.

Order Today from HIRSCH & KAYE

Prize Winners

Winners in the third annual Kalart Speed Flash competition have just been announced. Among the 25 winners we find several with Pacific Coast addresses, including Nat Dallinger, Los Angeles; Richard F. Keeble, Palo Alto; Alvin F. Balling, Alhambra; and Walt Lamar, Corvallis, Oregon.

A New Folder . . .



THE PROMENADE

Styled to meet the demand for simplicity and quiet dignity . . . the design is a soft etched tint set in a plate sunk.

You must see a sample to appreciate the sales possibilities of the PROMENADE—ask your stockhouse representative to show it to you. For 8 cents we will send a sample of the 4x6 size.

EASTMAN KODAK COMPAN

[TAPRELL LOOMIS DIVISION] CHICAGO, ILLINO

Jerry's Corner



By Himself

I went with Don La Grange while he had some work done on his car. While waiting, I thought I'd look the new cars over. A swell-looking dame came over and said, could I interest you in a new Plymouth?

Lady, says I, you could interest me if you were in a second-hand flivver.

On the way back, Don told me that not long ago Billy Wolff was riding a bus on the Redwood highway, and said to the driver, Don't go so fast around the corners—makes me nervous. So the driver told him, Don't get scared, buddy—do as I do—shut your eyes when we come to the corners.

Hardly a man
Is now alive
Who passed on hills
At seventy-five.

As you near the corner
Don't trust to luck,
The car you meet
May be a truck.

Don't kid about safety—you may be the goat.

If you can't stop your car, hit something cheap.

That reminds me—what this country needs is brakes that get tight with the driver.

Measure your speed by the mile—not by the kill-o-meter.

When better automobiles are made, most of us will still be paying for the ones we have now.

Tom Small has gone to his abode;
He kept the middle of the road.

Here lies our friend, poor Tony Dix;
For booze and gasoline won't mix.

Jim Henry's friends are all bereft;
He made a short turn to the left.

Ben Gray is free from earthly pains;
A rainy day—he had no chains.

Poor Bill's beneath the sod, alas!
He speeded up and tried to pass.

Now John has joined the heavenly band;
He tried to do it with one hand.

Stop and let the train go by,
It hardly takes a minute;
Your car then starts intact—
And, what is more, you're in it!

The gates were down, but Oscar Shay
Decided to his sorrow
To speed across the right-of-way—
His funeral is tomorrow.

Sacred to the memory of William Jay,
He died while maintaining the right-of-way;
He was right, dead right, as he drove along,
But he's just as dead as if he'd been wrong.

Hope you are the same—

JERRY.

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Complete Art and Negative Alteration Service

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Write for 1939 Catalog and price list, genuine oil portraits—pastels, or rebuilt damaged portraits.

Convex glass and portrait frames.

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SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output. Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



2 SIZES 12, 19 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE COMPACT DURABLE EFFICIENT

The best by test.

PHOTO FINISHING EQUIPMENT

For Small or Large Output

CONSULTATION INVITED

Budget terms if desired

HIRSCH & KAYE

Your Logical Source of Supply

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering.
Description and illustration of any article gladly sent on request.

To equalize our stock of **Champlin Developer** and material, we offer the following bargains:

Formula No. 16 Kit
Contains:
CSC 1 oz. Tironamin "C"
CSC 1 oz. Chlorhydroquinone
CSC ½ lb. Sodium Sulphite
CSC 4 oz. Champlin's Liquid Acid Hardener

Bargain Price .....**$1.40** per kit

Tironamin "C"—4-oz. size
Add 1 oz. (30 cc) of Tironamin "C" to each 15 ozs. (470 cc) of developing solution. This will make a concentrated developer which can be diluted with 9 parts of water for use. To further Emulsion Speed and Fine Grain, dilute 1 part of developing solution with 9 parts of a 10% Sodium Sulphite solution.

Bargain Price—Per 4-oz. (120 cc) bottle **$1.10**

Praxidos Enlarger for 35 mm. negatives. Has condenser system and intended for use with lens on Leica Camera. Fine condition.

Bargain Price **$20.00**

Marshall Flash Lamp, Model C, with 24-inch pan. Ignited by primer cartridges. A really modern, dependable flash gun. Furnished with box of 100 primers.

Bargain Price **$8.50**

Marshall Flash Gun, Model B, with 100 primers.

Bargain Price **$6.50**

APAC OVERSIZE PRINTERS

Due to the great interest in Apac Printers last year, it is natural that we should accumulate so-called demonstrator printers which, from a mechanical viewpoint, are equal to new. We offer two printers—one with maximum paper size 4x6, and a 6x8 Universal Model. In many ways these printers are comparable to a new printer but photographers contemplating the installation of an Oversize Printer, and desiring a bargain, are invited to write for a more detailed description and offer. These printers are available on terms of monthly payment.

Praxidos O Enlarger with F4.5 lens and condenser system. For negatives 2¼x2¼ or smaller. Looks like new.

Bargain Price **$32.50**

Kodak Miniature Enlarger, Model B, with F4.5 lens, diaphragm stops, for 2¼x2¼ negatives. Fine condition.

Bargain Price **$48.00**

#2 Crown Tripod. Looks like new. Opens to 56 inches, closes to 32 inches. Good for 8x10 and smaller cameras.

Bargain Price **$8.95**

Eastman Auto Focus Enlarger, old style. With F4.5 Kodak Anastigmat 7½" lens and masking easel.

Bargain Price **$98.50**
(Terms if wanted)

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.
Description and illustration of any article gladly sent on request.

Willo Junior Enlarging Easels—for 11x14 paper, or smaller.
Bargain Price **$5.95**

Cine Kodak, Model 20, for 8 mm. film, fitted with F3.5 lens.
Bargain Price **$21.50**

Miroflex, 6½x9 cm., with Carl Zeiss Tessar F4.5, adapter and case.
Bargain Price **$69.50**

Quickset Easel for 11x14 paper. Excellent condition.
Bargain Price **$5.50**

Perutz Ultra Fine Grain Developer. Each package sufficient for 20 ounces.
Bargain Price per pkg. ..... **95¢**

3¼x4¼ RB Graflex, Series B, with F4.5 lens, film magazine and case.
Bargain Price **$69.50**

Beattie Portopan 4-Unit Lamp for Photo Flood bulbs. Includes stand.
Bargain Price **$37.50**

Kalart Micromatic Flash Synchronizer. Have only one to offer.
Bargain Price **$8.50**

B & W Exposure Meters and Diaries. Worth several times the bargain price for the photographic information these books contain. They are 1939 editions.
Bargain Price ..... **50¢** each

Korona Panoram Camera, 12x20. Camera has 22¾" bellows and includes a film holder. Condition like new.
Bargain Price **$65.00**

Zeiss Magniphot Enlarger, without lens, for 35 mm. film.
Bargain Price **$23.50**

Certatrap, 9x12 cm., with Xenar F4.5 focus panel, three holders and pack adapter.
Bargain Price **$37.50**

9x12 cm. Plate or Cut Film Camera, F3.5 Cassar lens, three holders, pack adapter, focal plane shutter and case.
Bargain Price **$59.00**

Mergon Cold Enlarging Lamp and auxiliary sufficiently large to cover 6.2 x 8.2 negatives.
Bargain Price **$18.50**

BLACK JAPANNED FERROTYPE PLATES

A fortunate purchase enables us to offer excellent quality Ferrotype Plates at bargain prices.
14x20 ..... **0.40**

Contessa Nettel, 3¼x4¼, with Carl Zeiss Tessar 13½ cm. in Compur, with pack adapter and case.
Bargain Price **$45.00**

Voigtlander Avus, 9x12 cm. (or 3½x4¾ inch) with 13.5 cm. Skopar lens F4.5 in Compur, three holders and adapter.
Bargain Price **$37.50**

Bargains for the Photographer

(Offered subject to prior sale)

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Description and illustration of any article gladly sent on request.

HAUFF'S GLYCIN DEVELOPER

1 oz. ..... $ .40
4 oz. 1.25

HAUFF'S AMIDOL

4 oz. $1.75
16 oz. 6.50

Pako Liberty Model Matte Print Dryer, fitted with new apron. This is a gas heated dryer with 110 volt AC motor. Fine for matte prints, photostat prints, and similar use.

Bargain Price $60.00

SILENT STUDIO SHUTTERS

This popular shutter has been discontinued. We close out our stock of the following:

4-inch diameter $4.50
5-inch diameter 5.50
4½-inch diameter 4.75
6-inch diameter 6.50

Pair of 14-inch book mounted **Condensers,** in excellent condition.

Bargain Price $50.00

Zeiss Magniphot Lighting Attachment.

Bargain Price $19.50

9x12 cm. Plate and Cut Film Camera, with F4.5 Doppel Anastigmat in Vario Shutter, pack adapter and focus panel.

Bargain Price $17.50

Testrite No. 10 Reflector with 6-foot stand.

Bargain Price $7.50

9x12 cm. Kawee Camera, double extension F4.5 Xenar lens in Compur, pack adapter and case.

Bargain Price $33.50

9x12 cm. Ideal B, double extension 6-inch F4.5 Doppel Anastigmat, adapter, focus panel and case.

Bargain Price $52.50

Ideal B, 9x12 cm., double extension F6.3 B & L Protar convertible lens, pack adapter, focus panel.

Bargain Price $52.50

UNUSUAL BARGAIN
Korona Panoram Camera

We offer a 5x12 Korona Panoram Camera with case and film holder in excellent condition. Cannot be told from new stock.

Camera . . . $37.50
Case 5.50
Film Holders, ea. 4.50

We have but one outfit to offer at this price. Place your order before someone else grabs it!

An ideal camera for school group use.

Terms are available.

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.

15-inch Eastman all-metal Trimmer. Looks like new.

Bargain Price **$17.50**

SAMSON JUNIOR TRIPOD

A favorable purchase enables us to offer a bargain in a medium-weight, well-constructed wood tripod. This tripod resembles the Samson Senior and is a two-section tripod weighing just 2 pounds. When closed the length is only 29 inches, and fully extended it has a length of 54 inches. The tripod is quite rigid for such light weight.

Bargain Price **$3.85**

Kodascope C, 16 mm., motor driven, Projector. Capacity 400 ft. reel.

Bargain Price **$15.00**

5x7 Elwood Special Enlarger, former model, with large, oversize lamphouse.

Bargain Price **$39.50**

Pair of **12-inch Mounted Condensers.** Will be sold unmounted if wanted.

Bargain Price:
$29.50 per pair mounted
or **$20.00** per pair unmounted

4x5 Series D Graflex with 7½-inch KA F4.5 lens, with case, cut film magazine. Looks like new.

Bargain Price **$110.00**

Beattie Portopan 4-Unit Lamp for Photo Flood bulbs. Includes stand.

Bargain Price **$37.50**

5x7 Professional View Camera, without case. 15″ bellows. Fine condition.

Bargain Price **$15.00**

Exacta B Camera, vest pocket size, with F2.8 Tessar Lens in Eveready Case. Excellent condition.

Bargain Price **$115.00**

Beattie Arc Spotlight with Stand. Has been used, but still quite serviceable.

Bargain Price **$18.50**

Sept Camera, for 35 mm. film, with F3.5 lens, four magazines and lined leather case. A single shot or movie 35 mm. camera of which we've never had enough in the Bargain Room.

Bargain Price **$27.50**

BARGAIN LENSES

A new list of bargain lenses has been prepared. A copy will be sent on request.

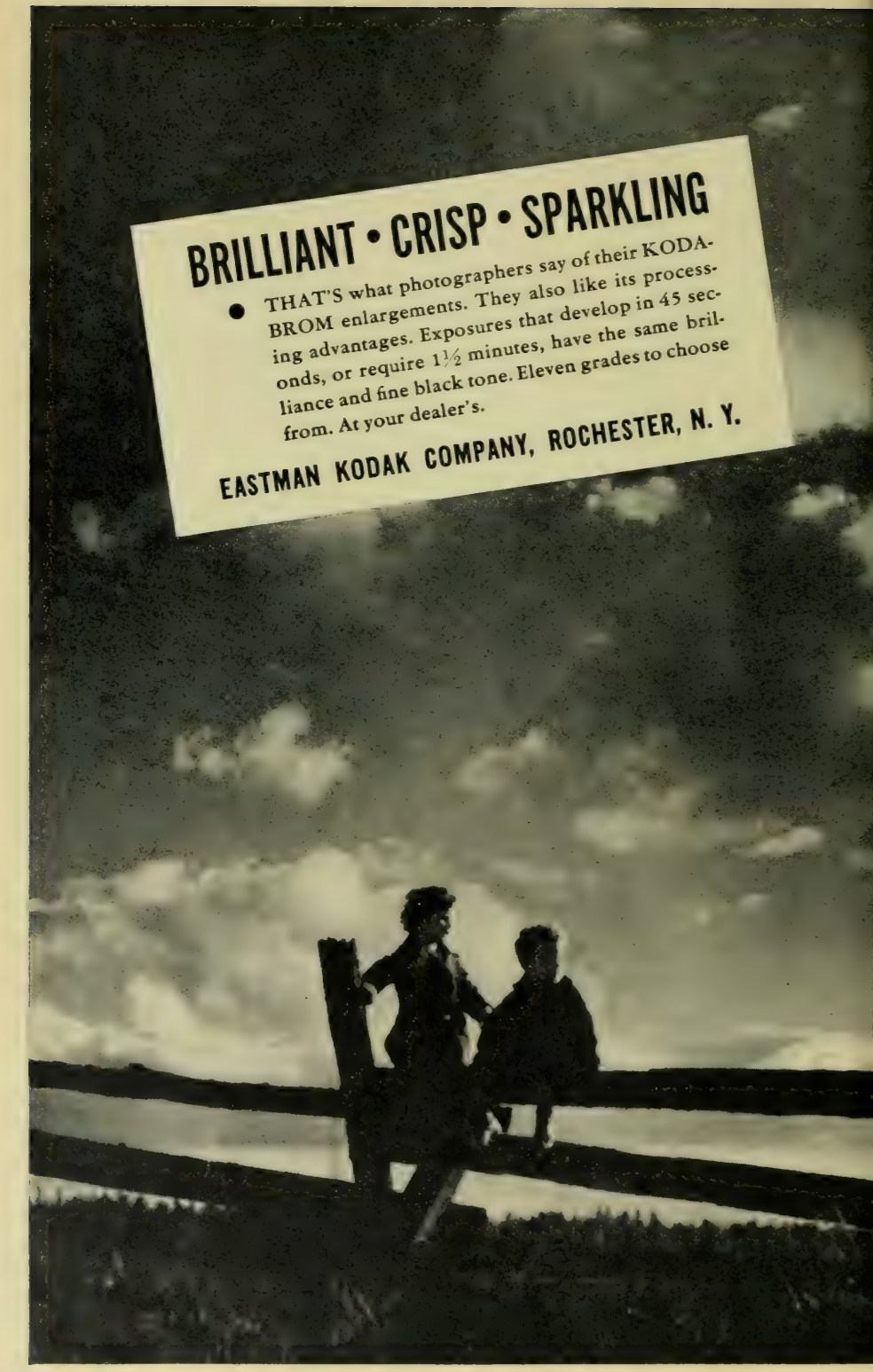


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YOU can sell more large prints on Vitava Opal because they have the depth, brilliance, fine gradation, and warmth of tone of the finest contact prints . . . in fact, customers usually prefer Opal enlargements to contact prints. This accounts for the wide use of Vitava Opal by leading photographers. Eastman Kodak Company, Rochester, N. Y.

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• THAT'S what photographers say of their KODABROM enlargements. They also like its processing advantages. Exposures that develop in 45 seconds, or require 1½ minutes, have the same brilliance and fine black tone. Eleven grades to choose from. At your dealer's.
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THE FOCUS

Published Monthly in the Interests of Professional Photography

VOL. XVI APRIL, 1940 No. 4



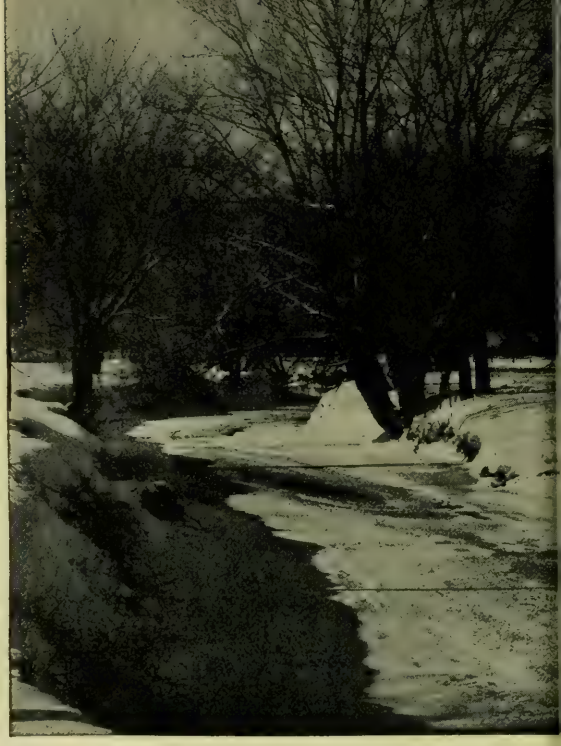
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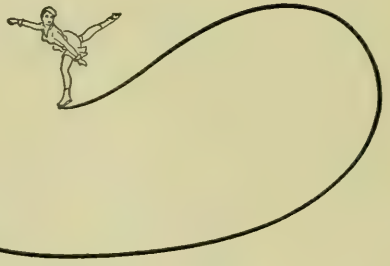
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Balance

The most valuable film feature, where day-in and day-out negative making is concerned, is balance.

Balance means that the manufacturer of the product has achieved no one characteristic at the expense of another. It reflects the most difficult of laboratory tasks; involves the most exacting production routine.

To the film user, balance brings ease of handling, minimum waste, economy. Expert technicians regard balance as the chief film essential.

All thirteen Defender Film brands have balance. All thirteen have uniformity of quality besides and, in consequence, full dependability.

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THE FOCUS

Prepared and Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE
239 Grant Avenue, San Francisco
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VOL. XVI APRIL, 1940 No. 4

INTRODUCING—



WILLIAM ERNEST SMITH . . *San Francisco*

According to all family traditions, "Bill" Smith should have been a seafaring man. His father was one of a family of shipowners and operators in Glasgow, and most of the ships were in the Australian service. It was a family rule that all boys should serve their apprenticeship at sea in order to acquire practical experience. Mr. Smith is the first exception to the rule, although he has traveled considerably. His mother was English, a talented artist and art collector. It is from his mother that he acquired a knowledge of drawing and painting, which later proved so useful in connection with backgrounds in his photographic work. As a boy he had a varied school experience, as his parents did not remain long enough in one locality for him to get acquainted with the other children in the school, but he did acquire that education which is found only in travel.

While living in France, prior, to the World War, he was fascinated by airplane flights. He wanted to be an aviator, and actually assembled small planes out of bits of wreckage and from parts, and some of these models actually left the ground for a few feet. Pride in this accomplishment caused him to consider pictures of his planes, and from a friend he obtained a small camera. He obtained the desired pictures and learned that he could make better photographs, just as he had hoped to make better planes. This proved a turning point in his ambition, and while he never lost his interest in aviation he now was definitely committed to a photographic career.

Becoming acquainted with the owner of a studio in England, he eventually became an apprentice in this studio. By this time World War I had been declared, and Mr. Smith enlisted in a photographic unit in the British Army. After the war he found employment with a motion picture company in London on a newsreel assignment and later became aerial photographer for the London-Paris Air Service, the world's first regular air line.

We next hear of him on arrival in San Francisco in 1927, where he established an industrial motion picture and commercial studio. He includes aerial photography in his many assignments and, from what we have seen of his work, is capable of handling any job given to him. He is especially capable in creative commercial photography. We almost forgot to mention that this world traveler married a red-headed girl from Missouri.

What About Prices?

Does every customer who enters your store know how much each item of displayed merchandise sells for?

If not, you are overlooking one of the fundamental "best bets" in selling.

A recent survey of retail stores in the Southwest found that not over half of the dealers were plainly marking every item of open-display goods. Is your store one of the better half?



The Finished Appearance Counts Most . . .

Every single effort in the designing and manufacture of Gross Mountings has been directed towards one objective—to aid in the production of superior photographs which will appeal to the public. However good may be your artistry, it is the finished appearance that counts in the end—and, in Gross Mountings, your workmanship will meet the full standards that are expected of a first class studio.

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CASH DISCOUNTS

Viewed As Finance Charge—Cost Seen As High As 36% Per Year

By J. L. BELL
Comptroller of Fink-Roselieve Co.

ALBERT F. CHAPIN, Associate Professor of Finance, New York University, has an interesting and novel viewpoint on the old question of cash discounts. Instead of viewing cash discount as has usually been done, as a penalty for late payment or as a reward for early payment, Prof. Chapin presents for consideration a viewpoint that cash discount is an actuality, a finance charge due to inability to pay for cash. Prof. Chapin further states that a price of merchandise can be stated as follows (assuming terms of 2% 10 days, net 30). On a dollar article, the price could be quoted as 98c for cash and $1.00 if terms are required.

When this theory is presented in this light, it brings home very clearly to each dealer that there are two prices for merchandise, the cash price of 98c and the financing price of $1.00. Therefore it becomes very evident that the firm which does not discount bills is paying much higher prices than the firm which does discount.

This financing, due to inability to discount bills, amounts to 36% per annum on the terms of 2% 10, net 30. This is arrived at as follows: the difference between a payment on the 30th day and on the 10th day is twenty days; for this twenty days a charge of 2% is made. Since there are approximately 360 days in a year, this would amount to 18 times 2%, or 36%. It then becomes very evident that it pays to borrow at 6% in order to save this 36% financing charge.

If we assume a situation of a firm selling $100,000 worth of merchandise a year, purchases totaling $70,000 with a capital of $7,000 (and this capital being just sufficient to allow the firm to pay on 30 days terms without taking advantage of discount); if we further assume that this account could then discount all its bills by borrowing an average of $3,000 each month for a period of a year, we would then have a situation where this account could deduct 2% on $70,000, or $1,400, and in turn pay 6% on $3,000, or $180, making a saving of $1,220 through discount. This is a considerable saving, and every alert business man should attempt to take advantage of these discounts.

Nothing is new about this except the fact that if you view the matter of discount from the point of paying a higher price for merchandise, this might tend toward spurring people on to discounting their bills.

It would seem that the dealer's gain in discounting bills is the manufacturer's loss, and therefore the manufacturer should discourage the discounting of bills. However, in general business, it is found that the manufacturer also gains by the discounting of bills by his customers and therefore when we have a situation where both parties to the transaction gain by discounting, this should be encouraged by every firm for the promotion of better business.

←⁂→

BROWNTONE

SEPIA TONER

Why Is It Superior?

All in one solution; no other chemicals to add. Prints tone to beautiful rich brown in six or eight minutes.

Browntone Always Gets Results

No Possible Chance to Overtone

BROWNTONE makes sepia toning quick and easy. Eliminates your toning difficulties.

Indispensable For Color-Work

With the rich, warm sepias obtained with BROWNTONE it is the simplest thing to secure those perfect flesh tones. *Always ready.*

8 oz. bottles	$ 1.00
Gallon	12.00





This new photograph of the Abraham Lincoln room in the White House shows the historic 7-foot bed in which he slept while President. Photo by Harris & Ewing Photographic News S who regularly use Wollensak lenses in their work.

Commercial photographers like this lens. For it combines satisfactory speed, extreme angle, and reserve covering power—all at moderate price.

Suited to work in limited space requiring a short focus lens. The Series IIIa Velostigmat* *f*12.5 covers a 90° angle (100° if used on larger plate with diaphragm stopped down). Good definition at full aperture. Stopped down gives bristling sharpness. Ideal for banquets. See for yourself. Try this fine lens at our risk.

**Reg. U. S. Pat. Off.*

★ WRITE FOR FREE BOOK



WOLLENSAK OPTICAL COMPANY

ROCHESTER, NEW YORK

WOLLENSAK

Latest News of the 1940 Trade Show and Conventions

NOTHING in the past history of The Photographers' Association of America (now in its 60th year) or The National Photographic Dealers' Association (now in its 7th) has even remotely equalled the affair which will take place at the Stevens Hotel, Chicago, Ill., from August 19 to 23, inclusive, this year. Reports from everywhere indicate that the annual conventions of the two organizations, plus the Trade Show which they are jointly sponsoring, are arousing tremendous advance interest and that attendance will go far beyond all past records.

One point it is desired to emphasize at this time is that no admission will be charged for the Trade Show, for the Picture Exhibit of The P. A. of A., or for the big dances and cabaret entertainments on the first three evenings. All who wish to attend must register, and badges will be issued without charge to all dealers and distributors, professional photographers and their employees, such badges being good for the entire duration of the Trade Show. Members of the public will be admitted by ticket on the first two evenings, registration not being necessary in their case. The only registration fees charged will be in the case of those who wish to attend the convention program of The P. A. of A.—$3.00 for studio owners, partners and managers; $2.00 for all others. Dealers and distributors who desire to attend the convention program of The N.P.D.A. will be admitted without charge, but of course only N.P.D.A. members will be permitted to vote in business sessions. Members of The P. A. of A. will be admitted without charge to the convention program of that organization. The badges for the two organizations will be entirely dissimilar, to avoid any confusion.

Very little can be told at this time about the programs. The N.P.D.A. will have its announcement ready at a later date. The P. A. of A., still busy with many details, can only release at this time information about some of the morning Clinics. The Studio Decoration and Arrangement Clinic will be conducted by Mrs. Helen Sheldon Gerdes, Jackson Heights, L.I., N.Y. In addition to the three model studios shown last year, there will be two new ones and these will include work-rooms. These five models will be the subjects of Mrs. Gerdes' talks and discussions on four mornings, and will also be on display each afternoon. The Reception Room Clinic will be in charge of Mrs. Eva L. Briggs, Hinkston Studios, Detroit, Mich., and Mrs. Briggs is planning to cover an entirely different range of subjects from those of the past two years. The Portrait Oil Coloring Clinic will, as heretofore, be in charge of Miss Martha Pyke, Peoria, Ill. This is not a school of coloring, but an opportunity to bring coloring questions and problems to the convention for answer and discussion. An entirely new feature this year will be the Direct Color Clinic wherein, during four mornings, Charles Harris Miller, Chicago, Ill., will be ready to answer and discuss any and all problems relating to natural color photography, including transparencies and color prints by all processes, separation negatives and the use of one-shot cameras. Another new and important program addition will be the Negative Quality Clinic, two hours on each of four mornings.

(Continued on Page 9)

Exclusive—



Imagine a beautiful chamois-like surface (similar to the famous Gevaluxe Velours) and add to that—rich warm tones of brown ranging from delicate tans to rich deep chocolate browns, obtained by direct development, and you have a faint idea of the exclusive beauty of Artona Rapid projection paper.

Gevaert

ARTONA RAPID

THE GEVAERT COMPANY OF AMERICA, INC.

6372 Santa Monica Boulevard • LOS ANGELES

NEW YORK • BOSTON • PHILADELPHIA • CHICAGO • SAN FRANCISCO • SEATTLE

TRADE SHOW AND CONVENTION NEWS

(Continued from Page 7)

George J. Kossuth, Wheeling, W. Va., will have this in charge and will be ready to give personal advice, help and criticism to all photographers who bring along their negatives for that purpose. In addition he will have on display one series of negatives, all of the same exposure but developed for different lengths of time, and another series of the same subject showing progressive differences as the light is taken farther away. In the main, however, this is intended to be a personal service clinic and not an open discussion. Two more clinics remain to be announced, in addition to 32 program features, from which it will be appreciated that The P. A. of A. convention will be well worth the small registration fee charged.

With so many manufacturers and distributors represented, it is probable that many groups will take advantage of this opportunity to get together for special meetings. Reservations for two such sessions have already been made and both will be included as part of the big combined program. The Photographic Manufacturers' and Distributors' Bureau will hold a luncheon meeting on August 20 and the Synchronizer and Flash-Lamp Manufacturers will do the same on August 21. With practically every available facility of the 3,000-room Stevens under reservation, plans for such meetings must be made well in advance. Other groups wishing to hold luncheons, dinners or meetings should make their requirements known at once to H. O. Bodine of The N.P.D.A. or Charles Abel of The P. A. of A. at once; every effort will be made to accommodate them.

Of the 225 booths available, 197 have already been sold.

Defender Features New Perforated Paper Envelope

DEFENDER PHOTO SUPPLY COMPANY, INC., of Rochester, New York, is now packaging all photographic papers in a brand new, easy-opening envelope.

These envelopes, new to the industry, are made with a double perforation across the flap of the envelope. A mere rip and tear gives quick access to the contents.

No more struggling with a knife or searching around in a darkroom for a trimmer to open the package.

The perforated opener is simple, sure and very fast. It is available in all sizes up to and including 11x14.

Consumer reports widely acclaim this new Defender feature.

A Proverb

To those who talk and talk and talk
This proverb should appeal:
"The steam that blows the whistle
Will never turn the wheel."

The manner in which a man or woman meets a crisis is the test of his sanity. The difference between the mentally weak and strong is the measure of self-control they possess in a critical situation.

Kodak Portable Miniature Enlarger

THE Kodak Portable Miniature Enlarger is a compact, accurate enlarging instrument for 35 mm. and Bantam negatives. It can be quickly and easily taken down and stored in a small portable case.

The enlarger head is of strong molded material and holds a three-lens condenser system, heat-absorbing glass, a No. 113, 50-watt Mazda Photo-Enlarger lamp, and a metal light baffle to reduce light leakage and promote cooling. It is attached to the cast aluminum bracket arm, finished in black wrinkle enamel, and may be shifted up or down the 17-inch nickel steel vertical supporting column by turning a Tenite knob which operates the friction drive mechanism. A second knob back of the enlarger head allows the head to be turned in a vertical plane. Detachable roll film support cups are included with the enlarger head.

Focusing is accomplished by rotating a spirally threaded molded lens tube with which each of the three accessory lenses is supplied. These lenses are:

a. 2-inch Kodak Projection Anastigmat with a fixed stop setting of F6.3.

b. 2-inch F4.5 Kodak Projection Anastigmat with adjustable iris diaphragm.

c. 2-inch F4.5 Kodak Projection Ektar with adjustable iris diaphragm.

All three lenses will give enlargements from 2½ to 9 diameters by projection on the baseboard.

Three sliding guides are provided on the baseboard for holding either single or double weight paper during exposure.

Two negative carriers are available, one accommodating Kodak Bantam and the other 35 mm. film negatives. Each carrier has a small aperture through which the film numbers may be viewed on the easel. Film may be advanced from frame to frame without removing the carrier from the enlarger head.

The Carryall Case has compartments to accommodate the enlarger, a miniature camera, a developing tank, and the necessary chemicals for developing and printing.

Prices on this new enlarger and its accessories are:

	List
Kodak Portable Miniature Enlarger, with one Glassless Negative Carrier* and No. 113 Mazda Photo Enlarger lamp, without lens, lens tube or case	$27.50
Kodak Portable Miniature Enlarger, with one Glassless Negative Carrier*, No. 113 Mazda Photo Enlarger lamp, and Carryall Case—	
With Kodak 50 mm. Projection Anastigmat F6.3 lens in lens tube	42.50
With Kodak 2-inch Projection Anastigmat F4.5 lens in lens tube	50.00
With Kodak 2-inch Projection Ektar F4.5 lens in lens tube	60.00
Kodak 50 mm. Projection Anastigmat F6.3 lens in lens tube	7.50
Kodak 2-inch Projection Anastigmat F4.5 lens in lens tube	15.00
Kodak 2-inch Projection Ektar F4.5 lens in lens tube	25.00
35 mm. Glassless Negative Carrier	1.00
Bantam Glassless Negative Carrier	1.00
Carryall Case	10.00

No.	Pkg. Quan.	Carton Quan.	
113—50-watt lamp	60	6	$0.45

*Specify whether 35 mm. or Bantam Carrier is wanted.

The Kodak Portable Miniature Enlarger and its accessories will be sold subject to the provisions of Retailer Fair Trade Agreement.

Good Advice

LEGAL statutes and court records teem with "no can do's" which affect the average retail business man, whether he be a photo dealer or the seller of shoe strings.

You can't, for instance, sell the intangible "good will" of your store, along with its stock and fixtures, and cash in on it again in that particular neighborhood or through your old customers. You can't escape the joint responsibilities of a firm in which you are but a junior partner . . . and you can't cancel orders placed, after they are placed.

These are but several of the things which old John Law says you can't do as a shop keeper. In this latest batch of legal advice which the editors of Photographic Dealer pass on to you monthly and gratis, I have selected some of the salient examples and cases wherein the courts have ruled—generally against the business man.

When a man buys an established business, including the good will, is he thereby protected from having the seller of the business set up in competition against him with a view to getting the customers of the business away from the new owner?

That question was recently answered by the Court of Appeals of Kentucky in this way:

"Good will has been defined as the probability that the old customers will resort to the old place. This includes not only the probabilities attaching to a location but those attaching to an established business wherever it may be situated. Sale of good will either in express terms or implied from the sale of the business, carries with it certain implied obligations on the part of the seller. There is at least an implied promise that the seller will not solicit the trade of old customers nor do any act that will interfere with the buyer's use and enjoyment of the business."

The best plan is to require the seller to agree in writing not to engage in the same line of business within a certain territory where the old business is located for a specified period of time. Such agreements will perhaps be in restraint of trade, but will be upheld by the Courts where the limitations of time and territory are reasonable for the protection of the new owner of the business. (Johnson vs. Stumbo, 126 South Western Reporter, second series, 165.)

Photographic Dealer.

Meter Use

ALTHOUGH it is usually desirable to directly measure the brightness of the object being photographed, it is often impossible or inconvenient to do so. However, if we can select an object having similar light-reflecting properties, we can use this object as a basis for determining correct exposure. For example, you may wish to photograph a group of friends acting like children of six or seven. You want a candid photograph, but you know that if you try to use the meter they will become self-conscious. You know that the light reflected from your hand will be the same as that reflected from the faces of your friends. So why not take a reading from your hand? Use this value to determine the exposure, and your friends will never know that you (you villain) are taking a truly candid shot.

* * *

Now, here's another problem. We want a picture of a pearl necklace on a background of black velvet. Obviously, it is impossible to take a direct reading from the pearls alone; the background would have a greater influence than the subject itself. Suddenly you remember the white porcelain plate Aunt Agatha gave you last Christmas. Dig it out . . . place it on the velvet . . . take a meter reading . . . replace the pearls . . . and shoot.

Camera Pioneer

WHEN William Henry Jackson was mustered out of the Army of the Potomac after the battle of Gettysburg, he drifted west, finally settled in Omaha. There he started a flourishing business in tintypes and stereopticon views. When the U. S. Geological Survey decided to chart the badlands of Wyoming, Photographer Jackson was asked to go along to take pictures. The pictures he took of Wyoming's geysers and waterfalls were directly responsible for Congress' decision to put the small rectangle of Yellowstone National Park on the map of the U. S.

By the 1870's Jackson had become the best-known and most successful landscape photographer in the U. S. He crisscrossed the Rockies on pack mules and in covered wagons, took the first photographs ever made of the Mountain of the Holy Cross in western Colorado, of the Pueblo ruins of New Mexico and Arizona. In the 1890's he got the job of official photographer for *Harper's Weekly*, which sent him abroad, from Australia to Russia, photographing Chinese sampans and Siberian droshkies.

Last week the museum on the first floor of Secretary Harold Ikes' new, white, boxlike Department of the Interior Building in Washington was given over to an exhibition of Pioneer Jackson's aged photographs. Admired by public and connoisseurs alike were the vivid detail and panoramic scope of the mountain and forest views that Old Master Jackson had snapped with his battered, wooden 6½ by 8½ camera in days when photography was scarcely more than a stunt. Best exhibit of all was spry Oldster Jackson himself, stooped and white-bearded but talkative and effervescent at 97.

William Henry Jackson still takes pictures, but with an up-to-date Leica, does a little sketching on the side, spends his spare time polishing his autobiography, which is due next month. Says he: "A fellow has to keep busy or he gets bored. I'm never bored." Three years ago, when his cronies of the G. A. R. hobbled bravely down Manhattan's Fifth Avenue in their Memorial-Day parade, Veteran Jackson failed to march. "Poor old Bill!" sighed his aged brothers-in-arms. Later they discovered that Bill Jackson had been dodging in and out of the crowds all along the route, taking pictures of the parade. *(Time)*

Highlights

Marguerite Kilroy has completely remodeled her reception and operating rooms with a De Luxe Studio outfit, Beattie Fluorescent Light, new backgrounds and other equipment. Miss Kilroy's modern studio is located on Mission Street in San Francisco.

* * *

The Columbia Outfitting Company (men's clothing) on Mission Street, has discontinued its Photo Department.

* * *

Fred Wilcox, San Francisco photographer, has just returned from Rochester, and a conference at the Eastman laboratories.

* * *

Henry Flannery, commercial photographer formerly associated with Steicken in New York, will open his own studio in San Francisco.

* * *

Gabriel Moulin has completed plans for a studio which will be contained in a two-story building occupied exclusively by Moulin Studios. There will be a 40 by 50-foot camera room with an 18-foot ceiling.

* * *

Bob Powell, who is well known for his work in color photography, is now with Z. Alexander who operates the studio for Patterson & Hall, advertising agency in San Francisco.

SHOPPING Is SEEING

. . . Your Window Must Make An Impression

YOUR PROFITS depend largely on the effectiveness of your window. You have a lot of money invested in that window before you put anything into it! Store operators of wide experience tell us that the effective window is worth from 50% to 75% of the total store rent.

Your window is of little value if prospective customers do not notice it, or cannot see the display in passing, either by day or at night.

It takes only three to seven seconds to walk by the average window—depending on the size.

In that three to seven seconds you want to make an impression so that the passersby will slow down; stop; look, and come in to the store itself where you cash in on the interest your window has stirred up.

TO MAKE YOUR WINDOWS GOOD SALESMEN

there are four main things to consider in getting full value from your windows:

1. The lighting—if people can't see, the rest is unimportant.
2. The background. 3. The merchandise. 4. The display.

LIGHTING

Have Enough Light For Easy Seeing . . . In an experiment in Chicago, made by a clothing store, one of five poorly lighted windows was re-equipped, with the amount of light greatly increased. Checkers found that during the same hours of the same day 478 people stopped to look at the well lighted display. Seventy people stopped at all FOUR of the other windows. Not only will plenty of light stop more people, but it will bring more people into the store. Tests showed that the well lighted window, compared with an average lighted window, brings from 15% to 35% more customers into the store.

Use Show Window Lighting In the Daytime . . . The bright daylight in the street makes windows fade out. Unlighted or poorly lighted windows become looking glasses—reflect the buildings across the street, the traffic. They prevent people from seeing, instead of demanding their attention!

Windows which are reflectors do their worst damage during the daytime shopping hours when you most want them to work for you.

High intensity lighting corrects this condition.

Use Plenty of Light at Night . . . If you do not need as much light at night, you still want good lighting. The way to get it is to have your show window lighting installation wired on multiple circuits. If it is on two circuits, only every other unit need be burned at night.

Night-time illumination of windows is good advertising and it secures more daytime sales.

Shield All Window Lighting Units From Eyes of Passers-by . . . This is *very* important. Glare and dazzle distract the eyes of people from your merchandise.

Glaring lights, unshaded, *keep* people from seeing the window display.

Glaring lights *annoy* people—make them hurry on.

All ceiling lights and reflectors should be hidden by a valence which may be of cloth, Venetian blinds, or etched glass.

(Continued on Page 15)

Haloette Attachment

THE Haloette Attachment is not a gadget. It is a precision attachment designed to readily fit a 5x7 Eastman Auto-Focus Enlarger, a 5x7 Elwood Enlarger or an 8x10 Elwood. Each attachment is made to fit a given enlarger so be sure to specify your enlarger when you order.

With a Haloette Attachment you can readily produce those much desired white backgrounds which are so appropriate for framed pictures. You can readily produce duplicates like the original at any time in the future.

Some industries spend fortunes to bring about a change in style, but you, with a Haloette Attachment on your enlarger, can produce the modern type of picture at very little cost. Complete instructions are sent with each attachment and you will find the use of a Haloette Attachment a simple, enjoyable and profitable experience. The price has recently been reduced to only $17.50.

←⁂→

E. M. Hammond, well known Porterville photographer and camera shop owner, is the victim of a bad case of sciatica rheumatism, and has the sympathy and well wishes of a host of friends.

* * *

It is with deep regret that we announce the death of **Albert A. Hansen,** president of Bear Photo Service. His funeral took place March 28.

←⁂→

Kodak Flexol

This is a new preparation for use with photographic prints to keep them flexible. It aids in overcoming curling, cracking and lifting from ferrotype plates, and is of value in embossing prints.

Used with roll film, it prevents curl and twist and aids in even drying.

8 oz. bottle	$ 0.60
1 gal. can	5.50
5 gal. can	24.00

"Visual Teaching With Kodaslides"

This is a new handbook containing pertinent information for the user of Kodaslides, particularly for educational purposes.

Illustrations and descriptions of equipment used in the production and projection of Kodaslides are given, with a discussion of related materials and service.

It is of interest not only in the educational field, but also for those who are using Kodaslides commercially and for projection in the home.

List Price 15c

←⁂→

For Sale

Southern California studio located in railroad center. Well equipped, reasonable rent and good reputation. Owner selling because of age and health. Big sacrifice.

BOX 2442 THE FOCUS

←⁂→

What Is "f"?

When we speak of a lens as having a speed of "*f*4.5," what do we mean by "*f*"? And by "4.5"?

That "*f*" is merely an abbreviation for the word "factor." And "factor" means the answer to a little simple example in plain arithmetic. You get it by dividing the free aperture into the distance between lens and film. In making this measurement, you focus on infinity (objects 100 ft. or more away).

Example:—Free aperture, 2″; distance from lens to film (when focused on objects 100 feet or more away), 6″. We divide it thus: 6÷2=3.

So this lens, we find, has a speed of *f*3. Other examples: free aperture, 1″; distance from lens to film, 2″; 1 divided into 2 gives 2 for the answer, so the speed is *f*2. Again, free aperture, 2″; distance of film from lens, 9″; lens speed *f*4.5 (that is, 9 divided by 2).

SHOPPING IS SEEING

(Continued from Page 13)

Those lights which can still be seen, because of the angle of the window from the street, should have diffusers or louvers to eliminate the glare.

Besides Having Good General Lighting, Have Extra Light On the Display . . . By making part of your window brighter than the rest you get more attention on the brighter section.

Your well lighted window is the stage for your merchandise. Extra lighting gives the punch that pushes over sales.

Using Spotlights and Floodlights . . . A spotlight throws a small spot of bright light on some particular object—floodlights give light of lesser brilliance over a larger area. Both add drama and sparkle to a window. High lighted merchandise has been proved to move faster.

Besides the regular Spotlight and Floodlighting Equipment there are two new lamps –the Projector lamp and the Reflector lamp. The Projector lamp is available in the Spotlight or Floodlight type—the Reflector lamp can be used only as a spotlight.

Advantages of these lamps are that they are easy to install and clean; modern in appearance; and the reflector and lamp filament are always in focus since they are built as one unit.

Different color filters may be attached easily to each type to give merchandise color and life.

The glass of the Projector lamp is heat-resisting and the unit is weatherproof, so it may be used outdoors.

Either of the two lamps may be used indoors for high lighting special displays, but care must be taken in locating them with reference to the display.

Using Color Lighting . . . Color must be used carefully—clashing colors spoil your effect. Too strong color in too many spots distracts—people see the color, not the merchandise.

If you are displaying highly colored merchandise, use colored light sparingly or not at all.

Using Color With White Spotlights . . . Try flooding your window with a soft color. Then turn a white spotlight or floodlight on the central idea. The white light makes the merchandise stand out in its natural color against a background of color.

Color Reduces Lighting Intensity . . . Where you use color filters you either get less light in the window, or will have to increase your lighting intensities by using higher wattage lamps.

Do Not Use Color Lighting When Fighting Daylight Reflections . . . To get rid of street reflections in daytime you use high intensity lighting. Adding color reduces the intensity of the light, and increases the reflection trouble.

Color Lighting At Night Has Great Value As a "Reminder" . . . It makes the window so attractive that people remember the window and come back later when the store is open.

Striking Effects Can Be Obtained By Combining Color With Moving Light . . . when you want an action window. This moving effect can be obtained by using an automatic flasher.

Sussman Mounts wi

We have th



DREXEL FOLDERS

Perfection Coated Duplex Cover Stock
Rag Stock Insert — Deckled Edges
Slip-in Style — Buff and White Shades

This folder has been especially designed for the customer who demands that the finished photograph be of exceeding simplicity and attractiveness, mounted in folder. The soft tone of the coated-embossed cover stock, neat insert design with plate sinking around it, all lend to an appeal which cannot be denied.

Print Size		*Outside Size*	*List Price per 100*
3 x 4		5 x 7	$6.00
3 x 5		5½x 8	6.75
4 x 6		6½x 9¼	8.50
5 x 7		7¼x10¾	10.00
7 x 5	Group	9⅛x 8⅛	10.50
6½x 8½		9¼x12½	13.00
8 x10		10¾x14	15.00
10 x 8	Group	13 x11⅝	15.00

"Sussman Mounts Are Paramount"



KELVIN

Creation Coated Dupl
Serrated Edge Und
Gray and N

Strikingly modern in stock and photographs, aptly describes t mensions throughout all the siz which once seen, will demand tomer demand for additional

Print Size	*Outsi*
3x4	4¾x
3x5	5-3/7x
4x6	6⅛x
5x7	7⅛x

Manufactured by A. Sussm

Obtain your supply th

HIRSCH

Dist

il Aid Portrait Sales

lem in stock



NEASELS

...leCover and Insert Stock
...day Slip-in Style
...Nutral Shades

...sign, most attractively framing ...Kelvin easel. In oversized di... ...n which it is made, it is a style ...iant attention and produce cus... ...pures.

...Size	List Price per 100
...3/4	$6.00
...5/8	7.50
...	9.00
...1/8	10.00

...& Co., Philadelphia, Penna.

...ugh HIRSCH & KAYE

H & KAYE

...tributors



HYLTON EASELS

Creation Coated Duplex Cover Stock
Rag Stock Insert Serrated Edge Underlay
Slip-in Style Buff and White Shades

For the discriminating customer who demands the simplicity of a softly tinted design in the easel style, the Hylton style was created. Beautiful satin-smooth cover stock in duplex shades, neat insert design with plate sinking to further accentuate its beauty, this easel instantly reveals a sturdiness of stocks and an eye appeal which will produce immediate profits in more pictures. The IONA style is the Hylton easel in a two-piece easel in the smaller sizes, to make it an outstanding value for School work and Baby pictures.

Print Size		Outside Size	List Price per 100
4 x 6		6 1/8 x 9	$9.00
5 x 7		7 1/8 x 10 1/8	10.50
7 x 5	Group	8 7/8 x 7 5/8	10.75
6 1/2 x 8 1/2		9 x 12	14.50
8 x 10		10 x 13 1/2	16.50
10 x 8	Group	12 1/2 x 11	17.00
		IONA*** Two-piece Easel	
3 x 4		4 3/4 x 6 3/4	4.75
3 x 5		5 3/8 x 7 5/8	6.00
4 x 6		6 1/8 x 9	7.50



Kalart introduces AMAZING, NEW MASTER MICROMATIC SPEED FLASH

the "Sweetheart" of them all!

April 20th . . . jot it down . . . that's the day when Kalart's NEW MASTER MICROMATIC SPEED FLASH will be ready at your dealer's! Here is *something!* Tested and proved—born with the rich heritage of the exclusive *Micromatic* feature—the new Master Micromatic is yours for only $14.95!

Now . . . you can take even better synchro-flash picturs! The MASTER MICROMATIC has new refinements . . . more flexibility . . . more compactness. All have been built into this new model!

Like the Standard Micromatic Speed Flash, now used by nearly 100,000 synchro-flash photographers, the Master Micromatic works like your camera shutter, accurately synchronizes bulb and shutter variations. The timing stays accurate and does not vary with pressure on cable release.

See the Master Micromatic Speed Flash at your dealer's. You will say it is the last word in speed flash equipment. Be the first in your community to have a Master Micromatic Speed Flash. You'll never regret it. Send for your free copy of valuable Speed Flash Manual.

THE KALART COMPANY, INC.
Dept. 04
Taft Bldg., Hollywood, Calif.

KALART
Micromatic
SPEED FLASH

KALART (Synchronized) LEN-COUPLED RANGE FINDER
KALART SISTOGUN KALART SYNCHROSCOPE
All Kalart Products made in U. S. A.

Lightning Powder for Latent Finger Prints

IDENTIFICATION officers will be interested to know that we stock the well known Lightning Finger Print Powder which has been demonstrated at recent conventions. This material is available in gray-white, or black color, which colors have been found sufficient to meet all practical needs. The powder is extremely effective and can be applied by means of a camel hair brush or a tuft of cotton. Only a little powder is required.

Once the print is located and revealed by means of this powder it can readily be lifted by means of Scotch Cellophane Tape and then permanently attached to a suitable record card by means of this tape. If a photographic reproduction is wanted the lifted finger print is attached to a piece of Kodaloid or Transparent Celluloid which will give you an excellent photographic negative of natural size. Identification officers who desire suggestions as to method of printing record cards, or other information, are invited to write to us.

LIGHTNING FINGER PRINT POWDER

1-ounce bottle by volume	$2.50
2-ounce bottle by volume	3.50
4-ounce bottle by volume	6.00

Larger sizes quoted on request.

HIRSCH & KAYE



Gloves for the Photographer and Laboratory Worker

AN increasing number of photographers wear gloves while working with solutions. There are some objections to rubber gloves, such as cost and tendency to tear. We are glad to announce that we are distributors for a new product which will more than take the place of any other line of gloves heretofore available.

The gloves we offer are made of Neoprene, which is one of the recently discovered preparations which will resist the action of Lime, Lysol, Acid, Cleaning Fluids, Oil, Grease and practically every known liquid. The gloves are light in weight and, although you may stretch them to an unbelievable extent, there is no danger of tearing them. They are readily sterilized, and are odorless, flexible and easily put on or removed.

We offer the new line of gloves, with the simple designation NL5, in sizes from 7 to 9, at price of only 50c a pair. While primarily suggested for the photographic and similar laboratories, the gloves are most useful for household work, cleaning the car and other purposes too numerous to mention.

Sergeant O'Callaghan Retires

THE many friends of Sergeant John P. O'Callaghan will be interested to know that "The O'Callaghan," as he was known, was retired from the U. S. Army on February 29. In appreciation of his service, a special order was published listing his service and revealed a most interesting career.

Sergeant O'Callaghan saw service with the British Army in the Boer War before he enlisted in the American Army in 1908. At one time he was located in Northern Alaska, and we first heard from him when he sent an order for a few pounds of Hypo, the postage on which would have bought several barrels, and delivery of which was a matter of months.

From Alaska he was transferred to other assignments, with continued promotion. While located in the San Francisco area he was active in professional organizations and activities. He was retired with a commission as Second Lieutenant, Signal Corps, in the Officers' Reserve Corps, and with actual rating of Master Sergeant, and, as such, one of the highest ranking photographers in the U. S. Army.

His retirement took place at Hickam Field, Hawaii.

Just Out!

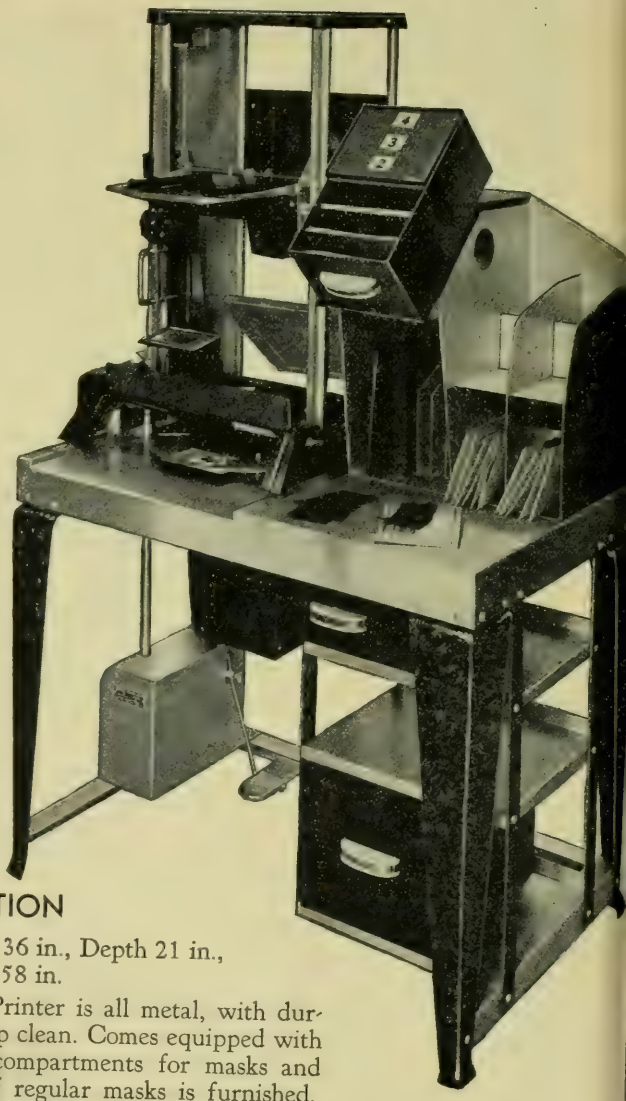
Extension Adapter for No. 5 G.E. Bulb with Built-in Lamp Ejector:

This centers bulb in reflector as well as providing bayonet-type socket necessary. In addition, Kalart's lamp ejector (Patent Applied for) prevents burnt fingers and speeds up rapid changing of lamps. Price $1.25.

PAKO OVERSIZE PRINTER

HIGHLIGHTS:

1. Takes any film negative up to 2¼x4¼, or portions from even larger negatives.
2. Enlarges to any image between 2¾x 3½ to 6 x 8. Will make 5 x 7 image from Leica negative.
3. Motor driven, with toe trigger control.
4. Lever-set automatic numbering device.
5. Automatic paper discharge.
6. F3.5 anastigmat lens in automatic focus.
7. Novel circular Negative Holder.
8. Surprising quality and speed.
9. Never overheats negative.



GENERAL DESCRIPTION

Measurements: Width 36 in., Depth 21 in., Height 58 in.

The PAKO Oversize Printer is all metal, with durable finish—easy to keep clean. Comes equipped with boxes for paper and compartments for masks and work envelopes. Set of regular masks is furnished. Special size masks made to order at reasonable cost. Everything is compact and conveniently placed.

List Price, for 110 Volt Alternating Current $480.00

Budget terms are available.

DETAILED CATOLOG SENT ON REQUEST.

HIRSCH & KAYE, *Pako Distributors*

MOTHER'S DAY began to be observed about 31 years ago and was established by Presidential proclamation in 1914. Someone had discerned what seemed to be a lack of appreciation of their parents on the part of sons and daughters. The expansion of this country and a consequent separation of families were in part responsible for this, and in part the desire of parents to be as independent of their children as their children desired to be of them was responsible. But mostly, the seeming indifference of the younger generation was just the slowness we all experience in getting our eyes open.

In youth we accept our parents as we accept the trees, the clouds and the sun; they are part of the world scene, they serve us. Often, long years after, when we have children of our own, and when perhaps the old loved faces have vanished, we begin to realize the devotion that shielded our infancy and endured the thoughtless exuberance of our youth. Hence it is that the real celebrants of this Day are those who, having reached maturity, look back and clearly see the things to which then their eyes were holden. That is the true Mother's Day when soon or late there dawns on us the sense of what a Mother was in our unknowing years. But it is sometimes rather bitter remembering our blindness, unless we know—and of it we may be quite sure—that Mother understood this also and was content to wait the verdict of our later years.

So today has been celebrated in a multitude of different ways and moods according to the insight we have attained. But what do Mothers themselves think of this Day? Certainly it was not they who put it in the calendar. There are many things for which they gladly would forego the set observance and its offerings. Indeed, would Mothers place themselves in the center of the picture at all; would they not rather their children were there? All the pleasant things that Mother's Day evokes—the sweets and flowers, the long-delayed letter or the long-awaited visit—let not one of them be diminished: but what gift would she prefer had she the choice?

She would choose that her sons and daughters should be individuals, intelligent, honorable and independent. Not tawdry copies of cheap and perishable fashion. If you talk what everyone is talking; if your opinions come of hearsay rather than thought; if you chew what everyone is chewing, and sing what everyone is singing, and drink what everyone is drinking, and wear what everyone is wearing; if you read what everyone is reading and slang what everyone is slanging—without having *your own reasons* for doing so—for lack of courage *not* to do so if you don't want to, then you hardly can be said to be an individual. You don't *need* a mind. You will just be moved along with twenty million other robots and in a few years you will be wondering what's wrong with the world. Be individual! Have a reason for what you do! Don't paint your mind with every intellectual cosmetic that appears, like those complexions that flare at us in different tints from week to week; give your own tastes and intelligence a chance. Without the better qualities a Mother still will love you, but with them the pain of love will be lightened by a genuine pride.

And having made yourself what *you* were meant to be, a Mother would choose as a way to honor her that you should begin to make the world what *it* was meant to be. There was a Teacher of whom your Mother may have told you in childhood, a Teacher who once placed a child in the midst of his grown-up followers, as if to say: the world is to be judged by the Child, and were anyone to make life impossible for the Child it were better for him that a millstone were hanged about his neck and he were drowned in the depth of the sea. A Mother thinks very much the same way. To her a fair path for the Child—not a path that eases effort, but a path where no enfranchised evil lurks—is of more importance than all the pomp and glory of the world. She would ask as a gift on Mother's Day a society made fit for the Child, that we may have a world fit for the man and woman.

This is the Mother Dream. And the dreams that Mothers dream come true. Their eyes have caught a glimpse of the Delectable Mountains.

—W. J. Cameron.

March 26, 1940 Ruling No. 44

STATE OF CALIFORNIA
BOARD OF EQUALIZATION

SALES TAX RULES AND REGULATIONS

Photographers, Photo Finishers, Photostat Producers, and the Like

Photo finishing involves two operations, the developing of negatives and the printing of finished pictures. If but one charge is made for both operations, the entire charge is taxable. If, however, a charge is made for the developing of the negatives and a separate charge is made for the printed pictures, the tax will apply only to the charge for the printed pictures.

The tinting or coloring of photographs delivered to a photographer or photo finisher by a customer constitutes a service, and the receipts therefrom are not taxable. Sales of materials to photographers and photo finishers, to be used by them in performing such service and in the developing of negatives, are sales at retail, and the gross receipts therefrom are taxable.

The sale of photostat copies by a photostat producer to purchasers for use, constitutes a sale of tangible personal property at retail, and gross receipts therefrom are taxable; likewise, sales of frames, kodak films, and other articles by photographers or photo finishers to purchasers for use, are sales at retail, and gross receipts therefrom are taxable.

Gross receipts from sales of photographs by commercial or portrait photographers are taxable. However, gross receipts from sales to photographers of materials which become an ingredient or component part of the finished picture, such as mounts, frames, and sensitized paper, are not taxable, as these materials are purchased for resale. Gross receipts from sales of materials that are used in the manufacture or fabrication of such pictures and do not become an ingredient or component part thereof, such as chemicals, films, plates, proof paper, cameras, trays, etc., are taxable.

Persons engaged in the business of photo engraving and lithography, and selling lithographs and photo engravings to others for use in printing advertising matter, or other printed matter, are making sales at retail, and the gross receipts therefrom are taxable.

Laboratories, hospitals, physicians, surgeons, and dentists are regarded as consumers of X-ray film used by them, and the tax applies to the gross receipts from the sales of X-ray film to them.

EFFECTIVE APRIL 1, 1940.

What Is Resolving Power?

A FREQUENT question from photographers is, "What is the circle of confusion of my lens?" In reply they usually get a definite figure from the lens maker, a value varying from 1/2000" to 1/250"; the lens man probably makes his answer a conservative one, depending on the focal length and speed of the customer's lens and the purpose for which the information is to be used. But that's not the whole story.

What the photographer really asks for is the size of the smallest detail that he can develop on a negative made with his lens. This brings up a lot of questions in addition to the power of the lens to separate fine detail. This resolving power of the lens is only one factor. But it is an important one and will be considered first.

What does resolving power mean, and how can it be expressed in figures? It is simply a way of measuring sharpness in the image formed by the lens, and a good way of stating it is to give the number of lines per inch that the lens will show as separate and distinct. To test a lens for resolving power, line targets of maximum contrast are photographed greatly reduced in size. The negatives are measured under a microscope to find the number of lines that show as clearly separate. The negative material must have sufficient resolving power to record the results, and fine-grained slow materials like spectroscopic plates and Panatomic or Microfile Film are often used for this. In this way it is possible to determine the photographic resolving power of a lens.

Thus the lens maker finds out whether his product is suitable for its purpose. For ordinary photographs that are viewed without magnification or enlargement at a normal distance of twelve to fifteen inches, the limit of resolving power necessary is that of the eye—about 250 lines per inch. Therefore, good lenses for view cameras of eight-inch focus and longer should be made with this degree of sharpness. If the picture is to be enlarged two times, we need twice as much resolving power, or 500 lines per inch, and for ten-time enlargement, 2500 lines per inch. It is for this reason that lenses for miniature cameras must have very high resolving power. Because of their short focal length it is fortunately possible to make them so.

If we sum up the information, it will appear as follows:

Resolving Power Required Of Photographic Lenses

Normal Eye at 12 — 15" viewing distance	250 lines per in.
Normal Photograph— no enlargement	250 lines per in.
2X enlargement	500 lines per in.
3X enlargement	750 lines per in.
5X enlargement	1250 lines per in.
10X enlargement	2500 lines per in.
15X enlargement	3750 lines per in.

The resolving power of the film or plate must be sufficient to accept and record this fine detail. The following are considered to be good average values:

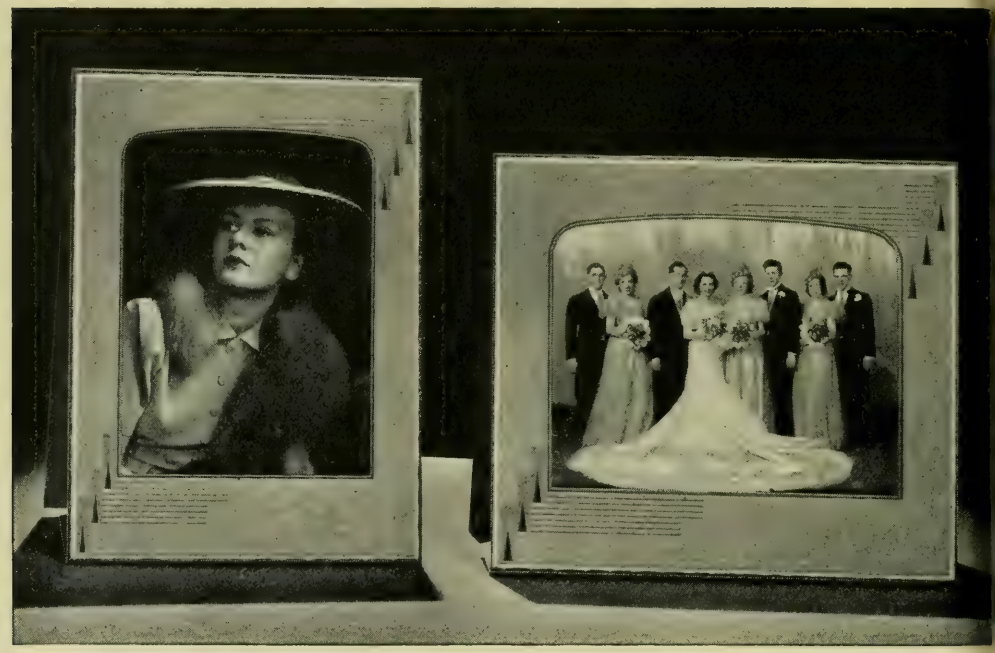
Resolving Power of Typical Films

Verichrome	1000 lines per in.
Super XX	1140 lines per in.
Panatomic	1400 lines per in.
Microfile	3300 lines per in.

This company is firmly convinced that its high quality lenses are designed and made to a quality sufficient to meet these requirements and that its Velostigmat lenses do have a higher resolving power than normal negative materials.

In many cases, therefore, it is not only a circle of confusion of the lens that should be considered in computing depth of focus and other optical data. It may be that the grain of the film is larger than the lens circle of confusion. In such cases the film resolving power is the limit of sharpness in the picture, and this possibility should always be taken into account.

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A new method of etched printing produces an outstanding two-tone effect, offset with silver and embossed.

We anticipate a great popularity for this new number. If you are looking for a general all around mounter for school work, Communion, Confirmation, weddings, etc., ask your salesman to show you this style . . . it is priced most reasonably.

For 8 cents we will send you a sample of the 4x6 size, or for 17 cents, the 8x10 size.

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[TAPRELL LOOMIS DIVISION] CHICAGO, ILLINOIS

Jerry's Corner



By Himself

I met a girl at a party that I liked. I mean I liked the girl. So I says to her, if you'll give me your phone number I'll call you up. It's in the book, she says. That's fine, says I—what's your name?

She says—that's in the book, too.

After awhile I says to her, I suppose you dance, and she says I love to.

Well, I told her, that's more interesting than dancing.

She reminded me of another I used to go with—she was the kind that had nothing to say, and said it often.

She was so sure of having her own way that she wrote her diary a week in advance.

She often told me of all the boy friends she had. Especially one who she thought was awfully clever.

He must have been. One night while he was calling on her, the lights went out, and he spent the rest of the evening tinkering with the fuses.

Mary had a little lamp,
A good one, we won't doubt.
For every time that company came—
The little lamp went out.

Girls—you'll never get an engagement ring on your finger by sitting on your hands.

She took my hand in sheltered nooks,
She took my candy and my books,
She took the lustrous wrap of fur,
She took the gloves I bought for her,
She took my words of love and care,
She took my flowers, rich and rare,
She took my ring with tender smile,
She took my time for quite a while,
She took my ardor, maid so shy,
She took whatever I could buy,
And then she took another guy.

If heaven will protect the working girl, who will protect the guy she's working?

Girls whose hosiery is in bunches seldom have men buy their lunches.

She could swing a six-pound dumbbell,
She could fence and she could box;
She could row upon the river,
She could clamber 'mong the rocks;
She could golf from morn till evening,
And play tennis all day long;
But she couldn't help her mother—
'Cause she wasn't very strong.

I was talking to a man about our different people, and mentioned that we had some men who had grown gray in the service.

That's nothing, said the man, I've got a stenographer in our office who has grown black, brown, blonde, platinum and red in my service.

Hope you're the same,

JERRY

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Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering.
Description and illustration of any article gladly sent on request.

To equalize our stock of **Champlin Developer** and material, we offer the following bargains:

Formula No. 16 Kit
Contains:
CSC 1 oz. Tironamin "C"
CSC 1 oz. Chlorhydroquinone
CSC ½ lb. Sodium Sulphite
CSC 4 oz. Champlin's Liquid Acid Hardener

Bargain Price ..... **$1.40** per kit

Federal Model 835—fixed focus Enlarger.

Bargain Price **$7.95**

Pako Professional size Print Washer, with motor.

Bargain Price **$49.50**

Century Retouching Desk, folding type.

Bargain Price **$3.25**

Praxidos Enlarger for 35 mm. negatives. Has condenser system and intended for use with lens on Leica Camera. Fine condition.

Bargain Price **$20.00**

Marshall Flash Lamp, Model C, with 24-inch pan. Ignited by primer cartridges. A really modern, dependable flash gun. Furnished with box of 100 primers.

Bargain Price **$8.50**

Marshall Flash Gun, Model B, with 100 primers.

Bargain Price **$6.50**

APAC OVERSIZE PRINTERS

Due to the great interest in Apac Printers last year, it is natural that we should accumulate so-called demonstrator printers which, from a mechanical viewpoint, are equal to new. We offer one printer—with maximum paper size 4x6. In many ways this printer is comparable to a new printer but photographers contemplating the installation of an Oversize Printer, and desiring a bargain, are invited to write for a more detailed description and offer. This printer is available on terms of monthly payment.

Praxidos O Enlarger with F4.5 lens and condenser system. For negatives 2¼x2¼ or smaller. Looks like new.

Bargain Price **$32.50**

Kodak Miniature Enlarger, Model B, with F4.5 lens, diaphragm stops, for 2¼x2¼ negatives. Fine condition.

Bargain Price **$48.00**

Johnson Ceiling Ventlite. Designed for 1000-watt lamp. Made of soft light producing diffusion material.

Bargain Price **$16.50**

Eastman Auto Focus Enlarger, old style. With F4.5 Kodak Anastigmat 7½" lens and masking easel.

Bargain Price **$98.50**
(Terms if wanted)

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the bargain page when ordering.
Description and illustration of any article gladly sent on request.

Willo Junior Enlarging Easels—for 11x14 paper, or smaller.
Bargain Price **$5.95**

Cine Kodak, Model 20, for 8 mm. film, fitted with F3.5 lens.
Bargain Price **$21.50**

Miroflex, 6½x9 cm., with Carl Zeiss Tessar F4.5, adapter and case.
Bargain Price **$69.50**

8x10 Century #2 View Camera with case and two holders.
Bargain Price **$29.50**

Perutz Ultra Fine Grain Developer. Each package sufficient for 20 ounces.
Bargain Price per pkg. ..... **95¢**

3¼x4¼ RB Graflex, Series B, with F4.5 lens, film magazine and case.
Bargain Price **$69.50**

Beattie Portopan 4-Unit Lamp for Photo Flood bulbs. Includes stand.
Bargain Price **$37.50**

Kalart Micromatic Flash Synchronizer. Have only one to offer.
Bargain Price **$8.50**

B & W Exposure Meters and Diaries. Worth several times the bargain price for the photographic information these books contain. They are 1939 editions.
Bargain Price ..... **50¢** each

Korona Panoram Camera, 12x20. Camera has 22¾" bellows and includes a film holder. Condition like new.
Bargain Price **$65.00**

Mendelsohn Universal Synchronizer for Leica, with brackets, in condition like new.
Bargain Price **$16.50**

Combination set of one **16-inch Horseshoe type Wringer** and six **14x20 Ferrotype Tins,** in good condition.
Bargain Price **$11.50**

9x12 cm. Plate or Cut Film Camera, F3.5 Cassar lens, three holders, pack adapter, focal plane shutter and case.
Bargain Price **$59.00**

Mergon Cold Enlarging Lamp and auxiliary sufficiently large to cover 6.2 x 8.2 negatives.
Bargain Price **$18.50**

BLACK JAPANNED FERROTYPE PLATES

A fortunate purchase enables us to offer excellent quality Ferrotype Plates at bargain prices.
14x20 ..... **0.40**

Contessa Nettel, 3¼x4¼, with Carl Zeiss Tessar 13½ cm. in Compur, with pack adapter and case.
Bargain Price **$45.00**

Voigtlander Avus, 9x12 cm. (or 3½x4¾ inch) with 13.5 cm. Skopar lens F4.5 in Compur, three holders and adapter.
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Bargains for the Photographer

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Please mention the Bargain Page when ordering
Description and illustration of any article gladly sent on request.

HAUFF'S GLYCIN DEVELOPER

1 oz. ..... $ .40
4 oz. 1.25

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4 oz. $1.75
16 oz. 6.50

Pako Liberty Model Matte Print Dryer, fitted with new apron. This is a gas heated dryer with 110 volt AC motor. Fine for matte prints, photostat prints, and similar use.

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SILENT STUDIO SHUTTERS

This popular shutter has been discontinued. We close out our stock of the following:

4-inch diameter $4.50
5-inch diameter 5.50
4½-inch diameter 4.75
6-inch diameter 6.50

Pair of 14-inch book mounted **Condensers,** in excellent condition.

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Zeiss Magniphot Lighting Attachment.

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Pola-Screen with holder and shade. Diameter, 2½ inches. Fine for commercial jobs.

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Testrite No. 10 Reflector with 6-foot stand.

Bargain Price **$7.50**

9x12 cm. Kawee Camera, double extension F4.5 Xenar lens in Compur, pack adapter and case.

Bargain Price **$33.50**

9x12 cm. Ideal B, double extension 6-inch F4.5 Doppel Anastigmat, adapter, focus panel and case.

Bargain Price **$52.50**

Ideal B, 9x12 cm., double extension F6.3 B & L Protar convertible lens, pack adapter, focus panel.

Bargain Price **$52.50**

UNUSUAL BARGAIN
Korona Panoram Camera

We offer a 5x12 Korona Panoram Camera with case and film holder in excellent condition. Cannot be told from new stock.

Camera . . . $37.50
Case 5.50
Film Holders, ea. 4.50

We have but one outfit to offer at this price. Place your order before someone else grabs it!

An ideal camera for school group use.

Terms are available.

Bargains for the Photographer

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Please mention the bargain page when ordering.

15-inch Eastman all-metal Trimmer. Looks like new.

Bargain Price $17.50

SAMSON JUNIOR TRIPOD

A favorable purchase enables us to offer a bargain in a medium-weight, well-constructed wood tripod. This tripod resembles the Samson Senior and is a two-section tripod weighing just 2 pounds. When closed the length is only 29 inches, and fully extended it has a length of 54 inches. The tripod is quite rigid for such light weight.

Bargain Price $3.85

Kodascope C, 16 mm., motor driven, Projector. Capacity 400 ft. reel.

Bargain Price $15.00

18-inch Horseshoe type Squeegee Wringer.

Bargain Price $9.50

Pair of **12-inch Mounted Condensers.** Will be sold unmounted if wanted.

Bargain Price:
$29.50 per pair mounted
or **$20.00** per pair unmounted

12-inch Easy model (wood frame) **Photo Wringer.**

Bargain Price $7.50

Solar Enlarger, 2¼x3¼ with F4.5 Wollensak lens and condensor system. Looks like new.

Bargain Price $42.00

Lynch Daylight Developing Tanks, for cut film or packs—3¼x4¼, 9x12 or 4x5.

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Beattie Portopan 4-Unit Lamp for Photo Flood bulbs. Includes stand.

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5x7 Professional View Camera, without case. 15" bellows. Fine condition.

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Exacta B Camera, vest pocket size, with F2.8 Tessar Lens in Eveready Case. Excellent condition.

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Beattie Arc Spotlight with Stand. Has been used, but still quite serviceable.

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Sept Camera, for 35 mm. film, with F3.5 lens, four magazines and lined leather case. A single shot or movie 35 mm. camera of which we've never had enough in the Bargain Room.

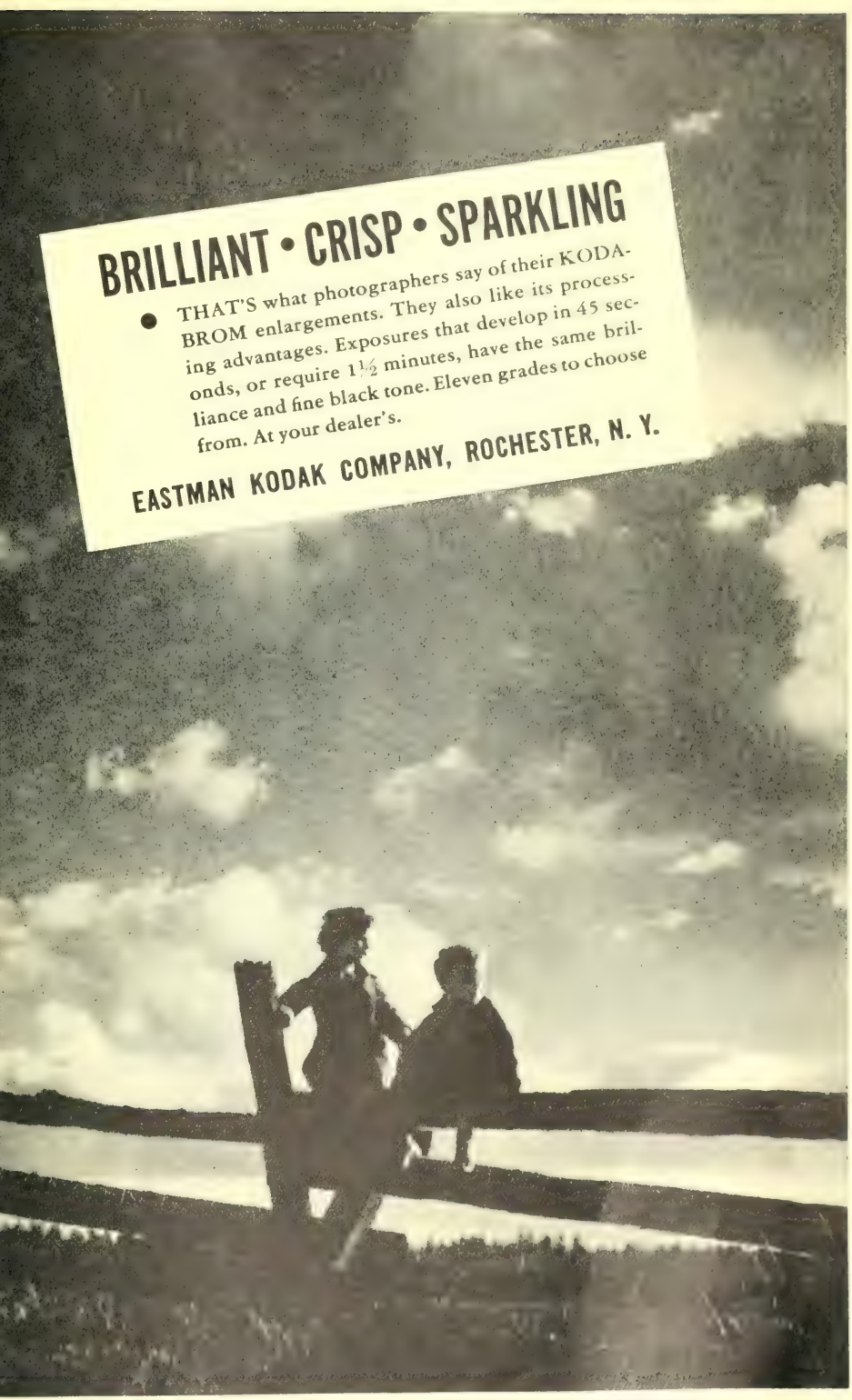
Bargain Price $27.50

Nikor Adjustable Tanks, 2¼x3¼ to 4x5. Condition just like new.

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Changing Bag—8x10 or smaller.

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VITAVA OPAL PAPER

FOR ENLARGEMENTS OF CONTACT PRINT QUALIT

THE

FOCUS

Published Monthly in the Interests of Professional Photography

VOL. XVI MAY, 1940 NO. 5



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Balance means that the manufacturer of the product has achieved no one characteristic at the expense of another. It reflects the most difficult of laboratory tasks; involves the most exacting production routine.

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THE FOCUS

Prepared and Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE

239 Grant Avenue, San Francisco

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VOL. XVI MAY, 1940 NO. 5

INTRODUCING—



JERRY—

Editor-in-Chief

♠

Hi—folks.

The editor is going away on a long vacation. He said something about having a ticket for "Gone With the Wind." You can't believe everything you hear and my landlady says the only rumor she believes is the roomer who pays his rent.

Just before he left, his last words to me were what the hat said to the hat rack — you stay here, I'm going on ahead.

Now it's up to me to get out this number of "The Focus." All because I tried to help out a few years ago.

This being the May number, the editor was a little worried because with him away it might be the may-not number.

Like Parley Achi, the show must go on and we're on our way.

When the editor dies, they will bury "The Focus" with him. And they'll put on his stone—Here lies The Focus—and how it lies.

I remember one time I asked him for some advice on how to edit "The Focus." Don't ask me, he says, ask the readers.

Take a look at the front page. You know what that fellow is trying to do? He's going to throw the bull. Brother—he hasn't seen anything. Wait till I get through with this edition.

Taking over this job reminds me of the only time I've been bothered with Athlete's Foot.

It happened when the captain of the high school football team caught me trying to date his girl.

I would like to have told him about the two toes. One said to the other, Don't look now, but I think there's a couple of heels following us.

First time I took over this job I was as nervous as the old lady when she heard a burglar in the house. You could hear her teeth chattering in the glass of water.

But you can get used to anything. Some time ago the editor told me excuses were lies wrapped in cellophane, so I'll have to make good.

Many a booster does a lot of traveling, but it takes a pessimist to really knock around the world.



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Every single effort in the designing and manufacture of Gross Mountings has been directed towards one objective—to aid in the production of superior photographs which will appeal to the public. However good may be your artistry, it is the finished appearance that counts in the end—and, in Gross Mountings, your workmanship will meet the full standards that are expected of a first class studio.

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Canadian Agents: W. E. Booth Company, Ltd., Montreal and Toronto

Beattie Fluorescent Floodlite



Tube or not to be—that's the question. But it's a light question and the answer is Beattie. (It should be beauty). Get a Model FDL (Finest Delivered Light) like the one in the picture and you will have a purty light that's cool, easy on the eyes and costs mighty little to burn. No special wiring is needed—just plug in the cord, turn the switches and you'll have a light that will tell you why the old-timers talk so much about their north skylight they used to have.

The opening of the light measures 25x29, which is big enough for the average sitting (or settings if you're photographing hens). And look—as you raise the lamp cabinet the counterweight drops so that the lamp can't turn over. Clever, eh? The lamp has pretty white tubes and you can use 4 if you think that's enough, or it will hit on all 8 if you turn the other switch. When there are no customers you can use one of these tubes to practice Piccolo lessons and Junior can use one for a Baton for the school orchestra. There's enough so the Missus can roll out a pie crust—sure, that will make the crust light.

The price is $135.00, which you will agree is a very small part of the National Debt. You can pay it all at once and get it over with, or you can pay at least enough to buy the ball-bearing castors and pay for the rest while you burn it. It doesn't matter how you pay, just so that you do get it paid, otherwise you will get some of those nice letters—you know.

Now how about sending in the order and mentioning "Credit Jerry"?

Victor Deflectors and Diffusers

A LOT of people have one or more reflectors and think they are all fixed for lights. Just so you won't feel too satisfied with yourself, I want to tell you what you still need.

The Victor Deflector is a clamp-on gadget. Everything nowadays is a gadget, isn't it? This clamp-on gadget has a piece of flat metal on it that catches the direct light of the bulb and throws it back to the reflector. Of course, the light is ambitious to get out, and finally some of it does, but not the harsh rays. Now we come to the . . .

VICTOR DIFFUSION SCREEN

I've just told you the light is ambitious to go places, but that's easier said than done. By this time, the poor little light waves are dizzy from being thrown back and forth between reflector and deflector, and are easily led astray. The Victor Diffusion Screen is a silk screen, on a frame that easily fits over the front of the reflector, and whatever light gets through this screen you're welcome to. What you get is a very soft, even light, no squat, no stoop, no squint.

But now you discover you haven't enough light, so you cough up the price of some more reflectors, lamps and gadgets. I get an order to fill, the factory gets an order from us, the railroads get a shipment, and the census man reports there is no unemployment. Get the idea?

Deflectors for	9	or	10	inch	reflectors	cost . . .	$ .45
" "	11		"	"	"	. . .	.55
" "	12		"	"	"	. . .	.55
" "	16		"	"	"	. . .	.65
Diffusion Screens for	9		"	"	"	. . .	$ .75
" "	10		"	"	"	. . .	.75
" "	11		"	"	"	. . .	.85
" "	12		"	"	"	. . .	.85
" "	16		"	"	"	. . .	2.75



Portrait Lighting Chart

HERE is a favorite, back again in a new suit. Honest now, 'fess up—do you know how to make a high key-low key-dark mass profile and each of the 15 different kinds of lightings? Of course you don't, so be a good sport, and order a Standard Lighting Chart. Costs you only 50 cents, and it's yours for keeps.

Wanna Sponge?

I DON'T think there's a photographer anywhere who at one time or another hasn't wanted to sponge. I don't mean on the stockhouse—not quite. I'm thinking now of Ferrotype Plates and sponging the extra water from wet films and such. When you get that way we've got just what the doctor ordered.

I have in mind the Parco Sponges which Mike told me were in the stockroom. When pressed flat for shipment they measure 5/8x2 1/2x4. But when they start to fill with water they get bigger. They're really awfully smooth and can't hurt anything. The price is only 2 bits each, or 25c to our Eastern friends.

Now this is a fine article for you folks that run a camera store, but if you order these for resale, I'd expect you to order at least a dozen.

←⁂→

Probus Print Lustre

SOME photographers out in the country call this Bogus Print Lustre. Now that ain't fair because this is really one of the finest preparations ever offered to my public. Probus Print Lustre was originally made when photographers were using dull finish paper. One application of Print Lustre was enough to give a dull print all the zip and oomph needed to make it go over. Then somebody found it could be used to clean an old and dirty print and make it all fresh as a daisy. That was fine because we began to sell more of it.

But the real sale started when some Scotchman discovered that Probus Print Lustre was a good retouching varnish and was good for use as a color medium. He liked it because it was the most economical thing he could buy. Just think—a whole half pint of color medium, and all the other uses I've mentioned—for only 65c a can. There's no date on the can because it'll last a long time.

Liquid Solder

IS YOUR Christmas bric-a-brac broken? Junior's toys busted? Is your camera falling apart? If so, don't worry, because I've got good news for you.

Liquid Solder reminds me of a silver colored tooth paste. It comes in a tube about the same size and is squeezed out about the same way. It can be used to repair broken wood, metal, glass, China — but not heads, hearts or promises. It will keep joined together practically anything. But don't squeeze it out on your toothbrush and then use it because you might get lock-jaw.

Order a tube. You'll never miss the 25c but you will enjoy giving first-aid to broken equipment.

←⁂→

Oil Slick Aprons

SOME photographers object to wearing an apron because when the Fuller brush man calls they might be mistaken for the lady of the house. But if you will order an Oil Silk Apron you needn't worry. It is light in weight, nifty looking and is proof against water and nearly all the chemicals you might use. Imagine how cute you'll look all wrapped up in cellophane. Take one with you when you go to the hotel for dinner. You can tuck it under your chin because it's soup proof.

Don't ask me how long it is because it's like Abraham Lincoln's answer when somebody asked him how long a man's legs should be. He said long enough to reach the ground — and these Oil Silk Aprons are long enough for any photographer.

Price . . . $1.25

←⁂→

CONFUSE-US *say*—

Late to bed, early to rise, make dark circle under the eyes.

Exclusive—



Imagine a beautiful chamois-like surface (similar to the famous Gevaluxe Velours) and add to that—rich warm tones of brown ranging from delicate tans to rich deep chocolate browns, obtained by direct development, and you have a faint idea of the exclusive beauty of Artona Rapid projection paper.

Gevaert

ARTONA RAPID

THE GEVAERT COMPANY OF AMERICA, INC.

6372 Santa Monica Boulevard • LOS ANGELES

NEW YORK • BOSTON • PHILADELPHIA • CHICAGO • SAN FRANCISCO • SEATTLE



Vegetable Glue

There are two ways for a photographer to eat his peas. One is to eat like the editor and use a knife with a lot of holes in it, and the other is to use Vegetable Glue. Vegetable Glue is the gooiest, stickiest goo we've got in the stockroom, but it sure does stick. That's why photographers have been swearing by it or at it, depending on how much runs out from under the print. It's really good. Don't take my word for it but try some. A half pint can is 30c; a one pint can is 50c; a one quart can is 75c; a one gallon can is $2.50.

Transparent Ruler

Don't get me wrong on this one. I'm not referring to those fellows in Europe that everyone can see through except their own people. I mean a regular ruler made of transparent plastic material with nicely etched numbers and marks in black so you can see them. They come in the following assortment:

1 x 6 inch	25c
1 x 6 inch in Metric	35c
(10c extra for the French marking)	
1 x 12 inch	75c
2 x 12 inch	75c

By special arrangement with the Order Department, all orders for transparent rulers will be written up by Bill Glass.



Rotary Trimmer

It goes round and round, and where it stops nobody knows. When I say Rotary Trimmer I don't mean the hat check robber who takes your hat at the Rotary luncheon, but I mean a little do-hickey that fits in a metal gadget for cutting out round or oval pictures—or what have you. The ones I have in mind don't look exactly like the picture but who cares? You get the idea and that's all that interests me.

You fellows who like to cut up around midnight should get one because at that hour you won't have much money left. The price is only 15c each. We've got several styles and naturally those who send their order in right away will get the biggest bargain.

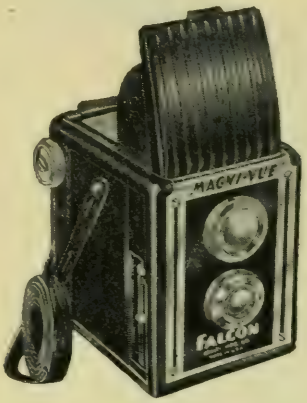
Under Cover

Shhh—this is confidential. Make your enlarger an under-cover worker at night. An enlarger cover placed over your enlarger at night will be a good watchman against dust, moisture, and those things that change the color of a lens and interfere with the usefulness of any enlarger. These covers are nicely made of especially treated oil silk with strong reinforcement at the edges and with drawstrings at the bottom. If you tie these strings into a knot and can't get it undone, that's your problem. But an enlarger cover will sure keep the dust out—and the price is only $1.50.

CONFUCIUS *say*—

Much reason why more better to buy from employee-owned business.

Three New Cameras, and Some More



At just the right time of the year, we saw samples of the new models of Falcon Cameras. As the salesmen who call on us would say — each one is a honey. First I want to tell you about the MAGNI-VUE, a reflex type with focusing lens. The camera is a nifty looking job, black bakelite and chrome trimmings. It's like a box camera, the top of which is one big finder, the size of the picture. It's loaded with 120 or B2 film for 12 pictures to a roll. This model will be a big hit.

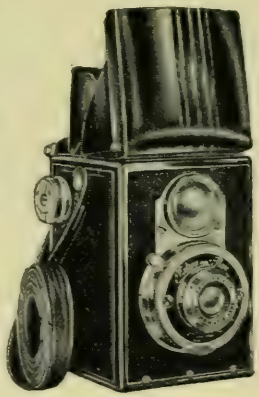
Price is only $3.98 with shoulder strap. Eveready Case sells for $1.00.

For those who want something better, we've got the . . .

NEW FALCON-FLEX

with choice of two lenses. It's made of aluminum with imitation leather.

It has twin lens, focusing mount, diaphragm four-sided, spring-up light shield or hood, and hinged back. All metal parts are chromium plated. Gives you 12 pictures on 120 or B2 film.



The FALCON-FLEX, with 3-inch Precise Lens is $5.95, and with F7.7 lens—$7.95.

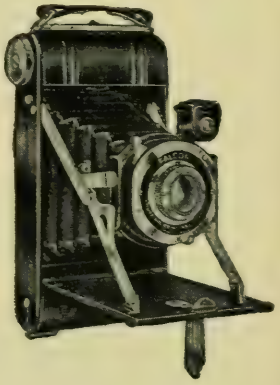
Look at the pictures and you'll agree the camera has what it takes.

Now we have something new. Here's the Model 4

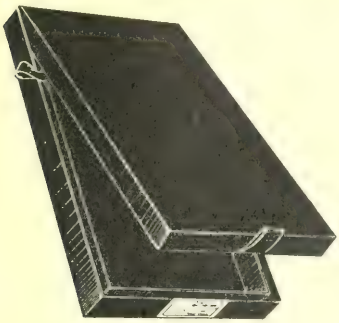
FALCON FOLDING CAMERA

for 2¼ x 3¼ pictures. The case is made of lightweight, solid aluminum, with baked-on finish that looks like leather.

It has a focusing lens, a reversible finder, table rest, and hinged back. You press the button and the camera jumps into position.



One year guarantee with each



Paper Safe

VERY few photographers have enough money to make it worthwhile to buy a modern steel safe so, I guess, the Papersafe idea isn't so bad. You may not even have enough money to put in a Papersafe, which is all right because it's really intended as a safe place to keep enlarging paper.

It has a new style light-proof lock all around, including the hinged end. It's guaranteed to keep out fog—even in San Francisco. It's made of extra heavy fiber board, covered inside and out with Black Skytogen, whatever that is. It's big enough for 8 x 10 paper. Has a blank label on the front so you can write what you put inside. Much better than opening and closing envelopes, don't you think? And the price—guess how much?

Only . . . 50c

←⁂→

Filterettes

This is the name they've given to two brown bottles. Now there's more to the set than just the bottles. If you want to filter a photo solution you screw the filter attachment to the top of one of the bottles, put your solution in the other bottle, then turn the first bottle upside down and screw it into the other end of the filter attachment. Then let it drip. Simple, isn't it? Just like making drip coffee.

Now, when the solution has passed through the filter into the bottom bottle, you remove the upper bottle and filter unit and screw on a bakelite cap. Then you'll discover with much amazement that you've got a quart of solution in a brown bottle, just the way it should be stored. You can get the whole outfit, including the brown bottles, each of one quart size, for only $1.50.

←⁂→

The Chemistry of Photography

THERE are so many books coming out on the market that when we take notice of a book it must have something. This book is published by Mallinckrodt, the people who make the chemicals and Hypo, Manual keeps me busy juggling all day long. But there's no hard feelings about that because they've really got a book.

It's nicely bound so that it will open flat at any place. They've got a lot of information in the 105 pages and is written so any photographer can understand it. The book has eight chapters.

The first chapter is a History of Photographic Chemicals. When I get through reading Anthony Adverse I plan to read it. Then there's one on Chemistry of Development. It tells you how to handle agents and how to avoid trouble with them. Book agents are not included. There's a chapter on Fine Grain Developers which the Company tells me was written from a fresh viewpoint. Now that don't mean just how it sounds.

There's a chapter on Fixing which is explained to protect the operator against bath troubles. There's one on Toning and how to change neutral black to a more pleasing color. Must be easy on the eyes. Now the next chapter on Reduction still applies to photography. There's a chapter on Intensification and the last one has Tips and Tables for Photographers. But who ever heard of a photographer getting a tip unless he got it from a stockhouse salesman!

Now for all this you pay only 50c.





SAYS MR. FRITAG OF THE GHOST STUDIOS

"Needless to say the Ghost Studios use nothing but Mallinckrodt Chemicals for all their work."—*Ghost Studios, St. Louis, Mo.*



To secure such true color values as the photographs exhibit, it takes trained skill, backed by chemicals of dependable, uniform quality.

Mallinckrodt Photo-Purified, Physically and Chemically Perfected Chemicals measure up to this standard.

Mallinckrodt

CHEMICAL WORKS

2ND & MALLINCKRODT STS., ST. LOUIS, MO.

70-74 GOLD ST., NEW YORK, N. Y.

"THE CHEMISTRY OF PHOTOGRAPHY."

This book, recently revised and improved, contains answers to many chemical problems. Ask your dealer for it, or send 50c to St. Louis or New York office. We will send a copy, at once, postpaid.

CHICAGO • PHILADELPHIA • TORONTO • MONTREAL

If It's Barre It's Good

WE'VE got a line of solid glass color filters that maybe you haven't heard about. It's the Barre line made in the 3 popular sizes—25 millimeters to an inch. We don't learned something when I looked up these filters and I was told that m/m means millimeter and not Mickey Mouse. Chet, in the Order Department, explained to me that there are 25 millimeters to an inch. We don't charge extra for telling you this.

These filters are made in all the tints, shades and colors found in any other line of filters. We've even got the dope on the filter factor which tells you what effect they have on exposures. Look at these low prices:

25 m/m	$1.30
31.5 m/m . . .	1.55
39 m/m	2.10

They're on the shelf awaiting your order.

←⁂→

C-U Range Finder

A customer asked if this gadget was positive in action. The answer is Chess—United are we in this opinion. One thing we fellows in the Shipping Room like about this gadget—it's so made that if it gets knocked out of adjustment by rough handling in the mail, it can always be reset by the customer and is just as accurate as if nothing happened. You understand, of course, that if anything happens to something sent by mail, it's always the fault of the Postoffice Department.

I asked Don LaGrange, our City man, for more dope on this finder and he says it's self-adjusting, shock-proof, has a no-glare eyepiece, and is just as accurate as a finder can be. And the price is only $5.50. That makes me think that if you're afraid the "frau" will throw a flatiron at you, don't buy a C-U Range Finder for she'll be sure to hit you.



HCE Filter Holders and Lens Shades

THIS is a line of gadgets we put in stock because it's a swell line and because people want something like this. You unscrew the sunshade and drop the filter in the opening and then screw the sunshade back on again. It don't take long. Then you slip the gadget over the lens on your camera and you are all set. They're nicely made and all sizes up to 60 m/m lens opening.

A lot of them sell for only $2.50, a few more are priced at $3.50 and the top price for the biggest is only $5.00. You tell us the lens and we'll send a HCE Filter Holder and Sunshade, with promise that we'll take it back for credit if you don't think it's what you need. That's fair enough—isn't it?

←⁂→

Swing It—In 3 Movements

We've got lots of tripod tops and everyone has something different. Just like so many people—each one has his personality.

What I have in mind now is called Swing Head. It swings—it pans—it tilts. It is made of light weight metal, nicely chromium plated and is easy on the eyes. A twist of the wrist and it's locked where you want it.

Price . . . $3.75





This new photograph of the Abraham Lincoln room in the White House shows the historic 7-foot bed in which he slept while President. Photo by Harris & Ewing Photographic News Se who regularly use Wollensak lenses in their work.

Commercial photographers like this lens. For it combines satisfactory speed, extreme angle, and reserve covering power—all at moderate price.

Suited to work in limited space requiring a short focus lens. The Series IIIa Velostigmat* *f*12.5 covers a 90° angle (100° if used on larger plate with diaphragm stopped down). Good definition at full aperture. Stopped dow gives bristling sharpness. Ideal for banquets. See for yourself. Try this fine lens at our risk.

**Reg. U. S. Pat. Off.*

★ WRITE FOR FREE BOOK



WOLLENSAK OPTICAL COMPANY

ROCHESTER, NEW YORK

WOLLENSAK

Shatterproof Things

SPRING is in the air and photographers are either thinking of getting married or wishing they weren't. In either case, they'll be interested in a line of shatterproof gadgets. The wife can throw these at you and even if she hits you they won't break. Think of the economy of a line like that.

There are Shatterproof Funnels which look like glass but which are not. They come in 2 sizes—half pint at 40c and full pint at 60c. They are so made that the water runs out quicker than through a regular glass funnel.

Then there are Shatterproof Graduates marked in the regular way and in the Metric system. So far they are made only in one size which is pint size—and priced at 60c.

We've also got Shatterproof Tongs (not tongues). These are supplied in sets of 2, each of different color so you can keep one for eating Chop Suey and the other one for your darkroom. Nice arrangement, isn't it? The price is 75c for a set of 2, and when you see the nice design and the wide Duckbill at the end, you'll know you got your money's worth.

We've also got a Shatterproof Thermometer. Don't dunk this in boiling water because it wasn't meant for that. Use it for ordinary purposes and you'll have a thermometer that will last a lifetime. The price is $1.50.



CONFUSE-US *say*—

Stock house with more than 60 employees must have many satisfied customers.

KALART'S

NEW MASTER MICROMATIC SPEED FLASH



"Truly a Sweetheart!"

Unanimous verdict from all who have bought — all who have SEEN! See the new Master Micromatic yourself at your dealer's! Admire its beauty . . . its new refinements . . . its flexibility . . . its compactness! 16 new features, plus the same famous MICROMATIC feature, exclusive with Kalart! The Master Micromatic works like your camera shutter, accurately synchronizes bulb and shutter variations. Timing is accurate—month in and month out!

Ask your dealer to show you the Master Micromatic Speed Flash. Own one—for only $14.95!

THE KALART COMPANY INC.
Dept. 0-5
619 Taft Building Hollywood, Calif.

KALART Micromatic SPEED FLASH

Sussman Mounts wi

We have th



DREXEL FOLDERS

Perfection Coated Duplex Cover Stock
Rag Stock Insert — Deckled Edges
Slip-in Style — Buff and White Shades

This folder has been especially designed for the customer who demands that the finished photograph be of exceeding simplicity and attractiveness, mounted in folder. The soft tone of the coated-embossed cover stock, neat insert design with plate sinking around it, all lend to an appeal which cannot be denied.

Print Size		*Outside Size*	*List Price per 100*
3 x 4		5 x 7	$6.00
3 x 5		5½x 8	6.75
4 x 6		6½x 9¼	8.50
5 x 7		7¼x10¾	10.00
7 x 5	Group	9⅛x 8⅛	10.50
6½x 8½		9¼x12½	13.00
8 x10		10¾x14	15.00
10 x 8	Group	13 x11⅝	15.00



KELVIN

Creation Coated Dupl
Serrated Edge Und
Gray and

Strikingly modern in stock and
photographs, aptly describes
mensions throughout all the siz
which once seen, will demand
tomer demand for additional

Print Size	*Outsi*
3x4	4¾x
3x5	5-3/7
4x6	6⅛
5x7	7⅛

Manufactured by A. Sussm

Obtain your supply t

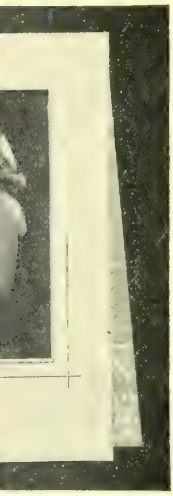
HIRSCH

Dist

"Sussman Mounts Are Paramount"

l Aid Portrait Sales

m in stock



EASELS

Cover and Insert Stock
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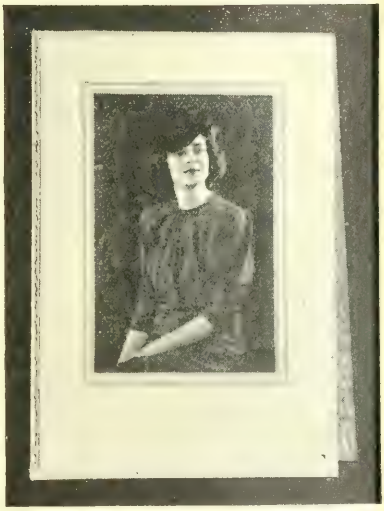
sign, most attractively framing Kelvin easel. In oversized di- n which it is made, it is a style ant attention and produce cus- ures.

Size	*List Price per 100*
3/4	$6.00
5/8	7.50
	9.00
1/8	10.00

& Co., Philadelphia, Penna.
ugh HIRSCH & KAYE

& KAYE

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HYLTON EASELS

Creation Coated Duplex Cover Stock
Rag Stock Insert Serrated Edge Underlay
Slip-in Style Buff and White Shades

For the discriminating customer who demands the simplicity of a softly tinted design in the easel style, the Hylton style was created. Beautiful satin-smooth cover stock in duplex shades, neat insert design with plate sinking to further accentuate its beauty, this easel instantly reveals a sturdiness of stocks and an eye appeal which will produce immediate profits in more pictures. The IONA style is the Hylton easel in a two-piece easel in the smaller sizes, to make it an outstanding value for School work and Baby pictures.

Print Size		*Outside Size*	*List Price per 100*
4 x 6		6 1/8 x 9	$9.00
5 x 7		7 1/8 x 10 1/8	10.50
7 x 5	Group	8 7/8 x 7 5/8	10.75
6 1/2 x 8 1/2		9 x12	14.50
8 x10		10 x13 1/2	16.50
10 x 8	Group	12 1/2 x11	17.00
		IONA★★★ Two-piece Easel	
3 x 4		4 3/4 x 6 3/4	4.75
3 x 5		5 3/8 x 7 5/8	6.00
4 x 6		6 1/8 x 9	7.50

Rubber Lens Shades

IF YOU have a rubber lens you'll need this. If you haven't, your curiosity will make you order one to see what kind of a shade a rubber lens needs. They fit over your lens and keep out the sun. Made in 6 sizes, to wit, as follows:

For lenses	22	to	24	m/m	$ .40
" "	24	"	27	"	.50
" "	27	"	31	"	.60
" "	31	"	36	"	.65
" "	36	"	40	"	.75
" "	40	"	46	"	.75

←※→

30 Days to a Year

I heard a man on my radio say that a certain furniture house gives time. That's nothing, so does any judge. Hirsch & Kaye give time, too, on lamps, cameras and things you need but don't want to buy because you think you can't pay all at one time.

←※→

Probus Preservative Paint

I've got several good reasons for mentioning Probus Paint but I'm not telling you all. You've heard of waterproof paint but imagine one paint that at the same time is water-proof, acid-proof and alkali-proof. If Columbus' ships had been painted with Probus Preservative Paint they'd still be in service today, dodging "U" boats. But they weren't and look where they are.

Probus is especially good for wood. It's been used for more than 25 years in all kinds of laboratories and where wood is to be protected from water or chemical solutions. That's why photographers use it for trays, sinks and boxes.

If you really mean to use it, get it in ½ gallon cans for $2.05, or 1 gallon for $3.75. If you're still doubtful, get a pint for 80c or a quart for $1.25. For Scotchmen, we have some ½ pints at 45c.

Wonderlite Enlarging Lamps

THESE are not just ordinary lamps with a fancy label but lamps made of a special bone potash glass. There's nothing better for complete diffusion. That's why Wonderlite Opal Enlarging Lamps are fine for enlarging from small negatives.

These lamps have an average light of 300 hours. After that, who cares? The 75-, 100- and 150-watt lamps are the same size and are about as big as an ordinary 50-watt lamp. The 200-watt size is as big as a 100-watt regular lamp, and a 300-watt lamp as big as a 200-watt regular lamp. This means you can pack more light into a small lamphouse. Some people use contact paper under their enlarging after they put in a Wonderlite Enlarging Lamp.

You can get them in 6 sizes:

75-watt	. . . .	$ .40
200- "	. . . .	.45
150- "	. . . .	.60
200- "	. . . .	.95
300- "	. . . .	1.50
500- "	. . . .	2.00

←※→

CONFUCIUS *say*—

Order today from Hirsch & Kaye.

←※→

Raven Screens

I'm using this little illustration to remind you that we're selling a lot of Raven Screens. Dealers don't need much of a reminder, because most of them have ordered one style or another.

We have them in all standard models — tripod, box, window-shade and flat. Also in Beaded, Flat White, Silver and other surfaces. Sizes from teeny weeny ones to big enough for an auditorium. So why wait—order your movie screens today and specify Raven in any style, finish or size you want. They are nice resale merchandise.

How Are You Fixed For Lamps?



Need any lamps for the kitchen, bedroom, dining room, or maybe around the studio? We've got all kinds, from 6-watt up to 2,000-watt. You'll buy some sooner or later and I'd like to have your order. We'll give you G. E. lamps.



Kalart Concentrating Reflector

THAT'S the name of the newest gadget in the synchronizer line. At least, it was at the time I write these lines. It's made especially for use with No. 5 mazda flash bulbs—the little peanut bulbs that you and me have been expecting to get from the factory.

In back of the reflector is a lump or bulge that snugly fits itself around the lamp. It can be used on any synchronizer. The factory letter, when I got this information, says it has an adjustable guide stem to insure correct directional light coverage and a built-in bulb-ejector, so you won't get burnt when you change bulbs. So even if you don't own a synchronizer, you should have one of the new reflectors for junior. It's more interesting than a pea shooter.

The price is $1.95 complete.

←⁘→

CONFUSCIUS *say*—

Wife who keep husband in dog house wake up to find him in cat house.

Enlarging Easels—Sun-Ray

I almost said sunkist. We've got two kinds, depending on whether you prefer blondes, excuse me, I mean metal, or wood easels. They are big enough for 11 x 14 paper, have automatic margin adjuster, and double track guide for adjustable masks.

Sun-Ray Easels—Metal . $7.50
Sun-Ray Easels—Wood . $5.00

If you want, I'll mail you a circular with pictures of the easels, and at the same time, let you see the line of Sun-Ray enlargers. Wonder if you know all you should about this line?

←⁘→

Lots of Parking Space Oh—Yeah?

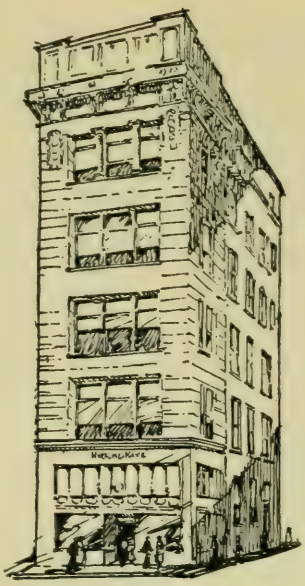
I just want to pass the word around to my public, that there's a lot of new traffic rules in San Francisco, about parking. If you drive into town some morning or afternoon, and find a whole block, with no cars parked in it, don't think your lucky, but get suspicious. You'll probably see some signs in the block, no parking, 8:00 to 9:30 a. m. or 4:30 to 6:00 p. m. A word to the wise is enough.

←⁘→

ED WAL

You've been reading about West Wall, which means war, but this trademark means peace, especially in your dark room. Edwal developers are made from the finest chemicals and for every kind of developing, regular, fine grain, negative, contact or enlarging paper. They make others, too.

Now, forget about that horrid old war and instead, read the Edwal catalog. I'll send you one if you've lost yours.



The Main Jernt

MAYBE some of you have never seen a picture of our main building, so here it is. An artist friend of mine drew it for me. The place where I spend my time don't show, as it's below the sidewalk, but that is a very important part of the business. That's where you'll find Manuel, Frank, Paul, Hank, Art, Bob, Ken, Rogers, Tom, Andre and others. In the rest of the building, the other 60 people manage to find a place for themselves.

It used to be a 5-story building, but we had to add one more. So now we have six stories and basement for our main building, and space in another building for the overflow or warehouse stock. The other place is at 254 Sutter Street, around the corner.

We had the prosperity, so we looked around the corner for relief.

Since we have more space in the other building, it looks like the tail is bigger than the dog, and getting bigger all the time.

←⁂→

CONFUSCIUS *say*—

A payment a day keep bill collector away.

The Windsor Easel

There are so many easels in stock that they had to go to Europe to get a name for the latest one. It's called the Windsor. It's all metal, to make it bulletproof, has a self-locking masking frame, a non-reflecting surface and easily read rules for measuring. It features a constant center design. If you don't know what that means, you better buy one and see for yourself. The price is only $7.50.

The Windsor is a "Wally" good easel.

←⁂→

It's in the Bag

There's a new ad in "The Focus" this month. I hope the editor will notice this and see what a good business agent I am. And I hope my public will see it and order the bags, tags and labels the National Shipping Supply Company makes.

KODAK FINISHERS

The answer to your problem of getting your customer to mail in his roll of film and money is

SOLVED

THE FILM ROLL MAILER

is a bag designed to hold a roll of films and coin.

It is practical and economical and is being used by hundreds of Kodak Finishers. Write for FREE samples and prices.

NATIONAL SHIPPING SUPPLY CO.

1827 Main Street · Kansas City, Mo.

Merry Go Round

MAYBE you'll remember that last year I told you about a squirrel cage type of print washer known as the Rex. Maybe you don't keep a squirrel or the price was too high.

I've got something new this year, in an old idea. It's the same kind of washer, a revolving cage in a metal tank. The tank measures 10½x11½x 10 inches high and the hinged gate to the cage is 6x8. It's cheaper than anything you've had before, selling for $8.75, including a piece of hose that has other uses. While you can't get in the cage on Saturday nights, you can take a shower under the hose, if you're inclined toward showers on Saturdays.

←❋→

CONFUSCIUS *say*—

When in trouble, best friend is good stock house.

←❋→

Bags

I DON'T mean the overnight bags you get under your eyes sitting up late at night reading "The Focus," and I don't mean the kind most photographers have at the knees of their trousers. I'm thinking of those cellophane bags you people were asking about and now I find you haven't bought them.

These are cellophane bags you can slip over flash bulbs. If you are ultra-modern and use the shatterproof bulbs, you can use the bags to store your gold pieces, Mr. Farley's new postage stamps and to put candy in for the kiddies. They're also fine for sandwiches for a picnic. You can always cut the size of the sandwich to fit. And when you go to a restaurant and order turkey, have some of these bags in your pocket—you can bring home the steak bone for the dog.

The price is six bits a hundred to Native Sons, or 75 cents to others.

More Bags

SPEAKING of bags reminds me of the Barre Gadget Bag, which is something every photographer should have. It was put out at a popular price so everybody could buy one.

The Barre Gadget Bag measures 10½x9 inches high and is 3½ inches thick, when empty. A zipper goes across the top, the 10-inch way. Zip the zipper open, and what do you find—the inside, of course. But what marvelous insides.

On one side is a flush smooth pocket with a zipper fastener. That's good for the check you planned to mail to us, but forgot. The other side has three baggy pockets, good for filters, meter, a piece of liver for the cat, or even a mousetrap. Or, looking at it another way, good for lipstick, hair pins, matches, eye brush, a compact and what else? That's why it's called a gadget bag.

The ensemble is topped off with a shoulder strap, made of green duck, edged with leather. Metal studs on the bottom keep the bag off the ice, should you put it in the ice box. Made of waterproof duck, it costs only $3.75.

←❋→

And More Bags

No, I'm not through yet. There comes a time in every photographer's life when he has to change films and there's no darkroom to use. That's where a Changing Bag comes in handy. You put your hands and your magazine or holders and film inside a mysterious looking bag, do your stuff and you are ready for some more pictures. Price for 4x5 size is $4.95, 5x7 $5.25 and 8x10 $5.50. All sizes are in stock in our efficient stockroom.

←❋→

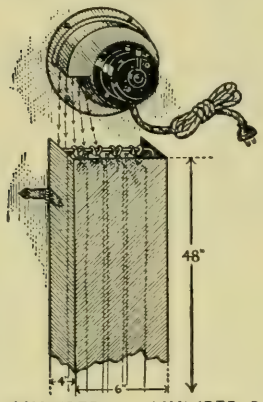
CONFUSCUS *say*—

Order today from Hirsch & Kaye.

GONE WITH THE WIND

Who? What? Where?

No more darkroom smells and foul air if you use the Barre Darkroom Wentilator. This fan, it's really a blower, will pull out 100 cubic feet of air a minute, if you'll provide an intake like No. 4 in the picture. Cut a hole in the wall or door of the room, put the blower on one side of the hole, a light trap and filter on the other, and turn the switch.

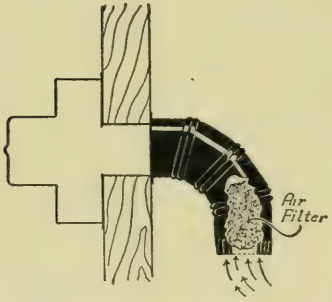


NUMBER 1 - NUMBER 2

The motor uses only 60 watts of juice, and is almost silent. For best results have your supply or intake near the floor and the motor near the top.

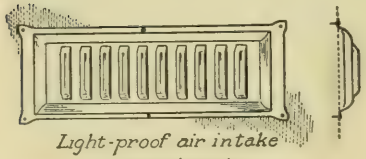
If you want a quick dryer, install a drying cabinet like No. 2 and connect like in the picture. It really works.

To install the intake, cut a hole 6¼ x 16½. For big rooms, cut 2 holes and put an intake in each.



Application of blower to wall or door

NUMBER 3



Light-proof air intake or exhaust

NUMBER 4

Barre Darkroom Ventilator

	PRICES
(No. 1) BLOWER	$12.50
(No. 2) FILM DRYER	2.75
(No. 3) LIGHT TRAP with Filter	1.00
(No. 4) LIGHT TRAP (flat)	1.00

STOP — GO

The first Traffic signals were invented by a photographer. He used his Ortho Safelight for stop, and his Panchromatic for go. Then somebody improved the system by throwing in a safelight for Contact paper.

All of which reminds me that we have several kinds of safelights that are safe. I'll send pictures of them if you'll ask for them.

←❋→

Radiant Lamps

Whenever I see the name Radiant in the stockroom, I think of beauty—glamor and umph, like Diana Durbin. Mike says I should keep my mind on my work, so I'll tell you that we've got a complete line of projector bulbs, from 50 to 1000 watt, to fit all standard make projectors. That's the Radiant line, the same lamps you get in Keystone, Revere, Ampro and other projectors.

So now—My friends, we can give you lamps at a price that will make it worth while for you to stock and sell lamps. The price book shows D, if you know what that means. Send in your order for movie projector or still projector bulbs and ride the bandwagon with us.

←❋→

Have a Heart

I just overheard a conversation that you should know about. It seems the unbreakable line of graduates and funnels we have won't take boiling water or straight Acetic Acid Glacial. For that matter, what will?

When you clean or use unbreakable graduates or funnels, don't use boiling water. They won't last as long as if the water is a little cooler. As to Acid, you don't use it straight anyway, so Acetic Acid #8, or diluted, is OK.

Sorry—We Can't Do It

Why? Here's the reason—I heard Mr. Miller explain to a customer that we would not be able to supply the Quarterly Supplements for the Photo-Lab-Index Book because in the book is a bound page which the owner of the book fills out and sends direct to the publisher. I suppose they have to do it that way so that only buyers of the book will get the service. I thought you ought to know this so you wouldn't write in for a service we can't give you.

The complete book, including the quarterly supplements is only $3.50. Miller said it was the most complete collection of photo facts he'd ever seen.

←❋→

How to Save Money

Chet Jennings, in the Order Department, gave me this idea. He explained that whenever customers complain about a lamp in a movie projector being defective or burnt out, it's usually because the voltage on the line was higher than what the lamp was made for. If you burn a 100-volt lamp on a 110-volt circuit you get more light but less life. Better burn a 110-volt lamp on a 110-volt circuit. Might even be necessary to burn a 120-volt lamp on a 120-volt circuit. Do this and the bulbs will last longer.

←❋→

FOR SALE
Well Established Camera Shop

Located on the Monterey Peninsula, and complete with picture framing equipment, photostat machine, and ready to handle any photographic assignment. This is one of the best equipped shops in this part of the state.

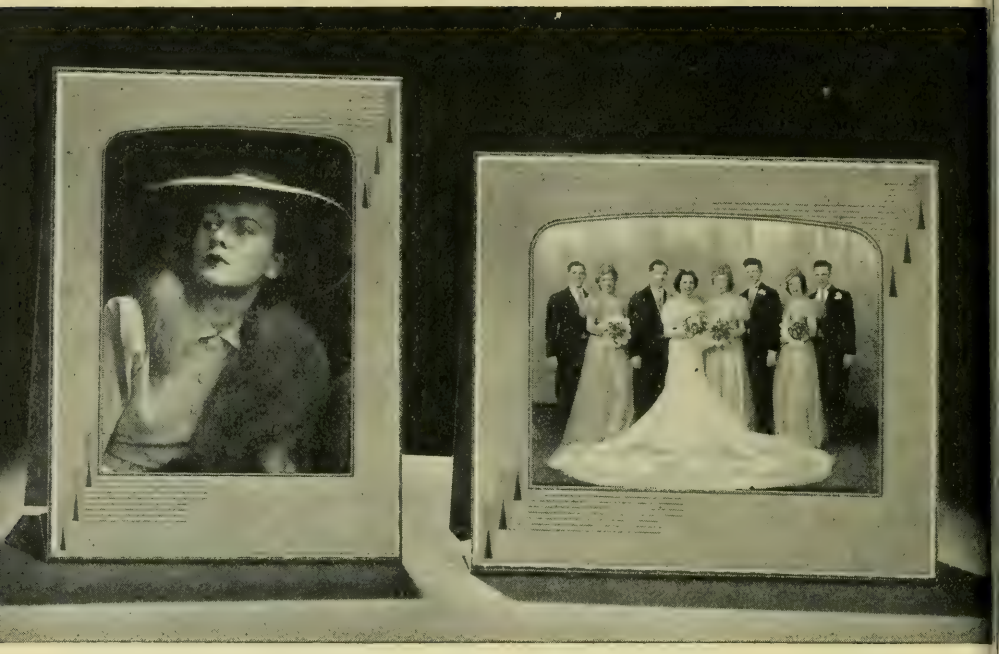
Box 2379, The Focus

←❋→

Confucius *say*—

54 years long time satisfy customer.

A New Spring Style



THE UNITY

A new method of etched printing produces an outstanding two-tone effect, offset with silver and embossed.

We anticipate a great popularity for this new number. If you are looking for a general all around mounter for school work, Communion, Confirmation, weddings, etc., ask your salesman to show you this style . . . it is priced most reasonably.

For 8 cents we will send you a sample of the 4x6 size, or for 17 cents, the 8x10 size.

EASTMAN KODAK COMPANY

[Taprell Loomis Division] CHICAGO, ILLINOIS

Jerry's Corner

By Himself

(Dedicated to my friends in the office)

I don't have to say that my grandmother died
If I want to turn out for the Giants,
My boss won't grumble, my boss won't chide,
I've got it down to a science!
I don't have to faint, or resort to tears,
Or use any feminine wiles—
They can't fire me—for the past two years
I've been keeping the office files.

Yes, I have a system that's all my own,
And it can't be explained and it can't be shown.
I file by number, I file by letter,
I file by ways that are ten times better.
I file by subject, I file by date,
I file by city, I file by state.
I shun the trite, and I scorn conventions,
My filing system has four dimensions.

Oh, they *can't* fire me, though I'm usually late,
And I lunch from eleven to two,
And I leave at four if I have a date;
There's nothing that they can do!
Or if I forget to come down at all
They've got to take it smiling.
I've got them backed up against the wall,
For I do all the filing.

I regard "In re" at the top of a letter
As something to make it balance better,
I pay no attention to underlining
And seldom get down to the person signing.
I've got the names of the firm's officials
Neatly arranged by their middle initials,
Customers' letters I've filed instead
By the color and size of their letterhead.

If my girl friend calls to gossip a bit
When I'm taking the boss' dictation,
He folds his hands and prepares to sit
Till we finish our conversation.
If I pass his cigars when my boy friend stops
To visit me for a while,
He's got to be calm though he's mad as hops—
I'm the only key to the file!

I've got our catalog mailing list
Filed under "Farley" — you get the gist?
Our financial reports, for my own good reasons,
Instead of by months, I've arranged by seasons.
I've put Mrs. Duffy's damage suit
In a folder entitled "Big Dispute."
And for anything I consider extraneous
I've three whole drawers labeled "Miscellaneous."

I'm the indispensable employe,
They can't take a step without me,
And it costs them a raise and half-day free
Every time they attempt to flout me.
So they *can't* fire me, no matter how cross,
No matter how mean and riling!
I'm Garbo herself—I'm the boss' boss,
For I take care of the filing.

—JERRY.

A. K. DILDILIAN

Complete Art and Negative Alteration Service

339 NORIEGA ST. SAN FRANCISCO
OVERLAND 6820

Photographers

Write for 1939 Catalog and price list, genuine oil portraits—pastels, or rebuilt damaged portraits.

Convex glass and portrait frames.

VICTOR PORTRAIT COMPANY
752 - 13TH STREET, OAKLAND, CALIF.

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Expert Retouching and Etching

Prompt Service

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EXPERT AIRBRUSH ARTIST

Highest Quality Work Only

532 - 16TH STREET, OAKLAND

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Home SWeetwood 0931

STERLING TANK OUTFITS

SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output. Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



2 SIZES
12, 19 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
COMPACT
DURABLE
EFFICIENT

The best by test.

Fine Retouching & Etching

GENE CARTER

1870 MONTGOMERY STREET
OROVILLE, CALIF.

Special Attention to Mail Orders

For Sale

Studio completely equipped for production of lantern slides. A file of slide negatives, conservatively valued at $12,000, will be included in the sale.

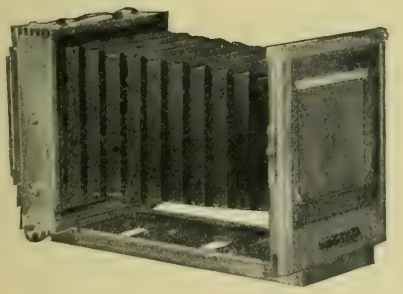
COAST SLIDE SERVICE
1245 Quince Street, San Mateo, Calif.

INTRODUCING– The Bargain Room Boss



R. J. ROGERS

Purveyor of Used Goods, some in fine condition, some not so fine, but each and every item a Bargain.



Professional Model Home Portrait and View Camera. Has 16-inch bellows—5¼"x5¼" lens board and solidly made, with all adjustments usually found in good cameras.

Bargain Price **$16.50**
(Without Case)

SILENT STUDIO SHUTTERS

This popular shutter has been discontinued. We close out our stock of the following:

4-inch diameter **$4.50**
5-inch diameter **5.50**
4½-inch diameter **4.75**
6-inch diameter **6.50**

Pako Liberty Model Matte Print Dryer, fitted with new apron. This is a gas heated dryer with 110 volt AC motor. Fine for matte prints, photostat prints, and similar use.

Bargain Price **$60.00**

HAUFF'S GLYCIN DEVELOPER

1 oz. ..... **$ .40**
4 oz. **1.25**

HAUFF'S AMIDOL

4 oz. **$1.75**
16 oz. **6.50**

Pair of 14-inch book mounted **Condensers,** in excellent condition.

Bargain Price **$60.00**

Zeiss Magniphot Lighting Attachment.

Bargain Price **$19.50**

Testrite No. 10 Reflector with 6-foot stand.

Bargain Price **$7.50**

9x12 cm. Kawee Camera, double extension F4.5 Xenar lens in Compur, pack adapter and case.

Bargain Price **$33.50**

9x12 cm. Ideal B, double extension 6-inch F4.5 Doppel Anastigmat, adapter, focus panel and case.

Bargain Price **$52.50**

Rogers' Bargain Room News

Willo Junior Enlarging Easels—for 11x14 paper, or smaller.
Bargain Price **$5.95**

Cine Kodak, Model 20, for 8 mm. film, fitted with F3.5 lens.
Bargain Price **$21.50**

Miroflex, 6½x9 cm., with Carl Zeiss Tessar F4.5, adapter and case.
Bargain Price **$69.50**

8x10 Century #2 View Camera with case and two holders.
Bargain Price **$29.50**

Perutz Ultra Fine Grain Developer. Each package sufficient for 20 ounces.
Bargain Price per pkg..... **95¢**

3¼x4¼ RB Graflex, Series B, with F4.5 lens, film magazine and case.
Bargain Price **$69.50**

Beattie Portopan 4-Unit Lamp for Photo Flood bulbs. Includes stand.
Bargain Price **$37.50**

Kalart Micromatic Flash Synchronizer. Have only one to offer.
Bargain Price **$8.50**

B & W Exposure Meters and Diaries. Worth several times the bargain price for the photographic information these books contain. They are 1939 editions.
Bargain Price ..... **50¢** each

Mendelsohn Universal Synchronizer for Leica, with brackets, in condition like new.
Bargain Price **$16.50**

Ideal B, 9x12 cm., double extension F6.3 B & L Protar convertible lens, pack adapter, focus panel.
Bargain Price **$52.50**

APAC OVERSIZE PRINTERS

Due to the great interest in Apac Printers last year, it is natural that we should accumulate so-called demonstrator printers which, from a mechanical viewpoint, are equal to new. We offer one printer—with maximum paper size 4x6. In many ways this printer is comparable to a new printer but photographers contemplating the installation of an Oversize Printer, and desiring a bargain, are invited to write for a more detailed description and offer. This printer is available on terms of monthly payment.

Praxidos O Enlarger with F4.5 lens and condenser system. For negatives 2¼x2¼ or smaller. Looks like new.
Bargain Price **$32.50**

Kodak Miniature Enlarger, Model B, with F4.5 lens, diaphragm stops, for 2¼x2¼ negatives. Fine condition.
Bargain Price **$48.00**

Johnson Ceiling Ventlite. Designed for 1000-watt lamp. Made of soft light producing diffusion material.
Bargain Price **$16.50**

Eastman Auto Focus Enlarger, old style. With F4.5 Kodak Anastigmat 7½" lens and masking easel.
Bargain Price **$98.50**
(Terms if wanted)

Rogers' Bargain Room News

To equalize our stock of **Champlin Developer** and material, we offer the following bargains:

Formula No. 16 Kit
Contains:
CSC 1 oz. Tironamin "C"
CSC 1 oz. Chlorhydroquinone
CSC ½ lb. Sodium Sulphite
CSC 4 oz. Champlin's Liquid Acid Hardener

Bargain Price.....**$1.40** per kit

Federal Model 835—fixed focus Enlarger.

Bargain Price **$7.95**

Pako Professional size Print Washer, with motor.

Bargain Price **$49.50**

Century Retouching Desk, folding type.

Bargain Price **$3.25**

Praxidos Enlarger for 35 mm. negatives. Has condenser system and intended for use with lens on Leica Camera. Fine condition.

Bargain Price **$20.00**

Marshall Flash Lamp, Model C, with 24-inch pan. Ignited by primer cartridges. A really modern, dependable flash gun. Furnished with box of 100 primers.

Bargain Price **$8.50**

Marshall Flash Gun, Model B, with 100 primers.

Bargain Price **$6.50**

15-inch Eastman all-metal Trimmer. Looks like new.

Bargain Price **$17.50**

Sept Camera, for 35 mm. film, with F3.5 lens, four magazines and lined leather case. A single shot or movie 35 mm. camera of which we've never had enough in the Bargain Room.

Bargain Price **$27.50**

Nikor Adjustable Cut Film Tanks, 2¼x3¼ to 4x5. Condition just like new.

Bargain Price **$8.75**

Changing Bag—8x10 or smaller.

Bargain Price **$4.00**

Lynch Daylight Developing Tanks, for cut film or packs—3¼x4¼, 9x12 or 4x5.

Bargain Price **$6.50**

Beattie Portopan 4-Unit Lamp for Photo Flood bulbs. Includes stand.

Bargain Price **$37.50**

5x7 Professional View Camera, without case. 15" bellows. Fine condition.

Bargain Price **$15.00**

Exacta B Camera, vest pocket size, with F2.8 Tessar Lens in Eveready Case. Excellent condition.

Bargain Price **$115.00**

Beattie Arc Spotlight with Stand. Has been used, but still quite serviceable.

Bargain Price **$18.50**

R.O.C. Retouching Desk. In fine condition.

Bargain Price **$4.95**

Here's What Jerry Offers—



There is a 5x12 Korona Panoram Camera in the Bargain Room, which looks like the camera in the picture. When they made that picture the girls must have stood on their heads because none of you photographers ever see people right-side-up in the ground glass. Shows what a fine camera we're offering you for only $37.50.

We've got a couple of film holders that are worth more but you can have them at four and a half each. Rogers tells me these cameras are made especially for school groups. You can pay for it by the month if you want.

There's also a 12x20 Korona Panoram Camera for those who want a big camera for photographing the big shots. This camera includes 1 film holder and some lucky man will get it at only $65.00, even if he has to pay for it by the month.

Want an 8x10 camera? Here's an 8x10 Seneca View with a bellows 28 inches long and supplied with an extra 5x7 back. That gives you a camera with a half-back for the football season. You also get an 8x10 and 5x7 film holder, but no case, for only $19.50.

Over in this corner we have a No. 7 Rexo Print Washer for photographers who don't have to wash many prints at a time. Looks like a real bargain for $17.50 because when you don't need it for prints you can use it for a foot-bath.

4x5 RB Graflex with 7½-inch KA Lens, marked F4.5. Will throw in a film pack adapter for good measure, and the outfit, which looks good to me, is marked for only $62.50.

Here's a break for somebody. There's a 16-inch Horseshoe Wringer and 6, 14x20 Ferrotype Tins, all in good condition. Even if you have no horseshoes to wring out, the Ferrotype Plates and the Wringer are a good bargain at only $11.50.

Damascus Etching Set, consisting of 3 knives in a pretty case. I didn't think these knives really came from Damascus, but Rogers tells me that's where they make good steel. Here's a bargain for only $1.50.

Here's an Ansco Universal Stand which they tell me is the latest model. Must be 'cause it looks like brand new. Some Home Portrait or Commercial photographer should have this and I'll make the price $21.50 — (with Rogers' permission).

Who wants this 14 gallon 8x9½x42 Stoneware Tank which looks like brand new? A little too short for 8 exposure films but if you don't mind looping them over a hanger, the tank is okay. Here's a bargain for only $15.00.



Sell More Large Prints

PHOTOGRAPHERS who use Vitava Opal please their customers with prints of any size—sell large prints as readily as small ones—because Opal enlargements have all the gradation, warmth, and brilliance of contact prints. Fifteen attractive grades to choose from. Eastman Kodak Company, Rochester, N. Y.

VITAVA OPAL PAPER

FOR ENLARGEMENTS OF CONTACT PRINT QUALITY



EASTMAN

DECKLE-EDGE TRIMMER

THIS modern trimmer, of new design and construction, produces deckle edges on either single or double weight prints up to 10 inches. As will be seen by the illustration, the handle acts as a lever rotating a semicylindrical cutting blade. Teeth on this blade are machined to mesh with a plate on the base, producing a shearing action which cuts a clean deckle edge. A transparent trimming gauge is ruled for wide or narrow margins. The price is $30, at your dealer's.

EASTMAN KODAK COMPANY, Rochester, N. Y.

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THE FOCUS

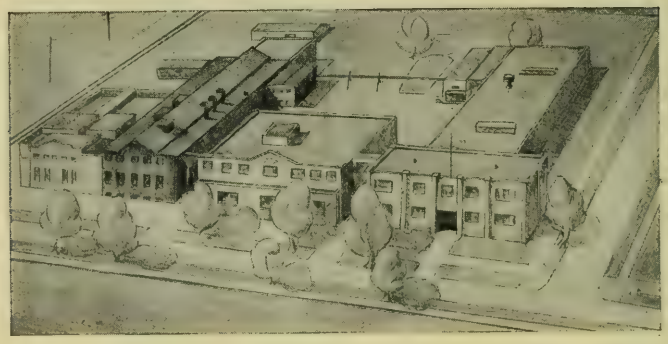
Published Monthly in the Interests of Professional Photography

VOL. XVI JUNE, 1940 No. 6



DIRECTED FLASH PHOTOGRAPHY
(See Page 19)

Published by
HIRSCH & KAYE
SAN FRANCISCO



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DEFENDER PHOTO SUPPLY COMPANY, INC.

ROCHESTER, NEW YORK

YOUR DEALER SELLS DEFENDER PRODUCTS

THE FOCUS

Prepared and Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE

239 Grant Avenue, San Francisco

The Largest Independently Owned Photo Supply House in the West

VOL. XVI JUNE, 1940 NO. 6

INTRODUCING—



E. F. SEIFERT . . .

E. F. Seifert remembers but little of his birthplace in Sacson, Germany, where he was born in 1861. By the time he was nine, his parents had migrated and settled on a farm in Missouri. In 1878 they again moved westward and settled on a homestead near King's Valley, Oregon. Mr. Seifert can, therefore, support several claims, one of which is that of being an old-timer in our West.

As a boy, he took no interest in farming, but he did like to hunt and fish. And no wonder, for what boy would fail to enthuse over hunting and fishing, such as could be found in Missouri and Oregon in those days?

We were unable to learn just how Mr. Seifert made his first contact with photography. We know that he has been a photographer since 1880, or for 60 years. He has specialized in commercial work and has handled some important assignments.

At one time, he made a series of pictures for a copper mining company, on the strength of which the company sold almost two million dollars' worth of stock. At another time, he made a series of pictures for a real estate project in Florida, which resulted in the sale of many acres of land.

Mr. Seifert never married. He has been around a bit, having owned or leased studios in Redding, California, Stayton, Forest Grove, Independence, Oregon, and in Green Cove Springs, Florida. At present, his studio is located in Independence, Oregon.

At the age of 78, Mr. Seifert may well claim to be one of the oldest active photographers in the western states. Who can claim longer service?

Knowing What You Want

THEY say, these professors who study the mind, that a man or woman keeps himself or herself in the position and state of being that is desired. A poor man is poor because he wishes to be; an inefficient executive is inefficient by his own choice; a salesman fails because he courts failure; Roosevelt is President, not only because he was elected by the majority vote, but also because he wanted to be President. It all sounds exaggerated, but is it? In truth, no one can be what he wants to be without first wishing it. To that extent, at least, the professors are right. We all know people who are always in turmoil because they prefer that state, just as we can number among our acquaintances many who "enjoy ill health", collecting a profit in sympathy and freedom from effort for their pains.

It would pay some people to set aside an hour or two to find out exactly what it is they want. Many people don't know that. They have too many wants, most of them in opposition to one another. If from the tangled mass they could extract their real desire, decide what price they are willing to pay for its attainment, and then pay it, they would see that the professors are right.



Gross Styles Have Individuality

Gross sets the style pace again, this is freely admitted. There's nothing to compare with the new styles which "Gross" has to offer this year. They are not only beautiful, but they are different. They have individuality—they look like no other mounts in the world. They are imitated, of course, but by the time the "copy-cats" produce their imitations, "Gross" is out with new ideas. Keep up to date and write us for an illustrated booklet describing Gross Mountings.

THE *Gross* PHOTO SUPPLY COMPANY

1501 WEST BANCROFT STREET • • • TOLEDO, OHIO

Canadian Agents: W. E. Booth Company, Ltd., Montreal and Toronto

DARKROOM HINTS

SOME of us may have the idea that the darkroom must of necessity be painted a dark, drab, cheerless color in order to assure safety. This mistaken notion may be responsible for slowing up our darkroom work and making darkroom tasks disagreeable to perform.

Fortunately, special paints for use exclusively in film processing rooms and in fluoroscopic rooms have been developed which serve to increase safe visibility in the darkroom and to hasten eye accommodation either when entering or leaving the darkroom. Thus these special paints, by improving our working conditions, contribute to better efficiency and at the same time, because they are light in color, transform the darkroom from drabness into cheerfulness.

As a result of improper or of an absence of ventilation in the darkroom, too many of us, even in cool weather, may be inclined to associate our darkrooms with stories we have heard about the Black Hole of Calcutta. In hot weather, a damp, stuffy, poorly ventilated darkroom may easily become almost unendurable if there is much film processing to do.

While in some sections air conditioning would seem to be the ideal solution, in most cases it may be impractical because of cost. Then, too, all that may be required to make the darkroom a more comfortable place in which to work is the installation of a suitably designed darkroom ventilator.

Such a ventilator must, of course, bar all white light from entering the darkroom; and yet it must allow free passage of an adequate volume of air to insure proper ventilation of the room. Inexpensive darkroom ventilators having no moving parts are available for this purpose, and are easily and quickly installed by a carpenter or handyman. Also available, are motor-operated darkroom ventilators in a wide range of capacities suitable for any size darkroom. They provide more efficient ventilation and are low in cost.

Now is the time to prepare your darkroom for the summer months

←⁘→

Kodak Miniature Paper Board

THE Kodak Miniature Paper Board, designed to stand on the baseboard of an enlarger, provides a convenient method of making 2¼ x 3¼-inch enlargements from 35 mm. and Bantam negatives.

The board consists of a metal mask hinged to a base. A white insert in the base serves as a focusing pad, thus eliminating the necessity of using a piece of photographic paper for focusing purposes.

After focusing, the sensitized paper is placed (emulsion side down) under the four guide pins on the metal mask. This method of loading produces prints free from blemishes, since the operator's fingers need only touch the back of the paper. The board is designed for 2½ x 3½-inch paper, making 2¼ x 3¼-inch prints with ⅛-inch white margins.

After loading, the metal masking frame is turned down on the printing plane for the exposure.

Two paper bins are provided in the base of the board for holding unexposed and exposed papers. It will be found convenient to expose several prints and develop them all at one time.

The under side of the board is covered with soft rubber to prevent it from slipping on the enlarger baseboard.

List Price.....$3.75

A COMPLETE SET OF LENSES . . .

ALL IN ONE



SPEED, flatness of field and fine anastigmat correction make the Wollensak Velostigmat* an excellent all-purpose lens. Unusually go results with action shots, groups, home portraits, copying and enla ing. Produces brilliant, detailed negatives sharp to the edge. Vario focal lengths.

*Reg. U. S. Pat.



★ FOR ACTION SHOTS
Speed of *f*4.5 yields sharp, clear action shots, even indoors and on dull days.

★ FOR GROUP PHOTOS
Anastigmatic correction and flat field assure group shots of detail and brilliance.





★ FOR HOME PORTRAITS
True perspective, moderate focal length and speed produce excellent portraits in small rooms.

★ FOR COPYING
Fine optical correction registers details faithfully, guarantees excellent copying with this Velostigmat.*





★ FOR ENLARGING
Speed and fidelity to detail give you surprisingly short exposures in making enlargements.

★ *WRITE FOR LITERATURE!*

WOLLENSAK OPTICAL COMPANY

ROCHESTER, N. Y.

WOLLENSAK

Corporation vs. Partnership

By J. L. BELL
Comptroller of FINK-ROSELIEVE

AT times the question arises as to whether or not to change from a partnership or sole proprietorship to a corporation. In some cases quite a few perplexing questions arise, and one is constantly in a quandary trying to decide the best form of business organization. I, therefore, will list some of the commonly known advantages and disadvantages of a corporation over other forms of business organization:

ADVANTAGES

1. *Continuity of Life:* A partnership may be dissolved by the death, insanity, bankruptcy or withdrawal of a partner. Corporations can be dissolved only:
   (a) By agreement of the stockholders;
   (b) Expiration of the charter period;
   (c) Forfeiture of the charter by the state;
   (d) Judicial decree.
2. *Legal Entity:* The partnership has no legal existence, apart from the partners who compose it. Therefore, the partnership cannot sue or be sued, and a partnership may be bound by the acts of an individual partner, even though the acts are performed without the knowledge or consent of either partner. The corporation, on the other hand, is a legal entity. It can sue and be sued. Furthermore, a corporation is not bound by the arts of the stockholders, but only those acts of the stockholders or directors in a properly assembled meeting of the corporation.
3. *Limited Liability:* A corporation being a legal entity is the only source of collection in case of dissolution. Whatever the corporation has is all that can be collected, and the stockholders have no further liability. However, in partnership, the entire private resources of all partners are subject to all of the firm debts.
4. The stock system, which is a part of the corporate set-up, allows easy transfer of shares, and this has the following advantages:
   (a) The stockholder may sell his stock whenever he desires, without the consent of the other stockholders. The partner has no right to withdraw from the partnership without the consent of the other partners.
   (b) The death of a partner dissolves the partnership, and the partners' heirs cannot succeed to his status as a partner without the consent of the other partners.
   (c) The stockholder can pledge his stock as collateral for loan. The partner cannot easily pledge his partnership interest.
   (d) A partnership with many partners would be unwieldy and cumbersome. A corporate form facilitates the establishment of businesses with a great number of investors, but with centralized control.

DISADVANTAGES

1. A corporation is subject to the supervision of the state in which it is organized, and of other states, if it is engaged in interstate commerce.
2. A corporation may not engage in any business other than the one specified in its charter.
3. The corporate capital stock may not be increased above, or decreased below the amount specified in its charter, without authorization by the state.
4. Corporations desiring to do business in other states must first obtain licenses and pay fees to do so.
5. The recording of minutes of stockholders' meetings, and limitations to the powers of action imposed

(Continued on Page 12)

THE BARRÉ GADGET BAG

THE Barré Gadget Bag is designed to meet the demand for a practical and inexpensive container to hold camera, filters and a supply of film and accessories. The bag is made of thoroughly waterproofed, heavy, dark blue cloth, well reinforced with leather.

This bag is 10 inches long, 3¾ inches thick, and 8 inches high. A zipper fastener is placed across the 10-inch dimension. The inside of the bag contains a zipper-enclosed leather pocket on one side, measuring 2½" x 7½", and is intended for filters. On the opposite side are three large, spacious pockets for film and exposure meter.

A substantial cloth shoulder strap, reinforced with leather, is attached by means of heavily nickeled, substantial fasteners. Four large metal buttons permit the case to be placed on the ground, but clear of it. The bag contains sufficient stiffening material to protect the contents and yet is sufficiently flexible to be handy and comfortable.

Price $3.50

(An excellent re-sale item)

11B Century Studio Outfit

This new studio outfit is composed of an 8A Century Studio Camera with the No. 1 Century Sliding Ground Glass Carriage and a Century Master Studio Stand. The Century Master Studio Stand is more versatile and more expensive than stands included with similar outfits; and, in order to include this new stand and keep the price to a minimum, the price of the 8A Century Studio Camera is reduced.

	List
11B Century Studio Outfit (for making full 11 x 14, 8 x 10, 5 x 7 and "two-on"), each	$285.50
Consists of:	
8A Century Studio Camera	105.50
No. 1 Century Sliding Ground Glass Carriage	95.00
Century Master Studio Stand	85.00

Budget Terms are available to suit your convenience

Mr. Daniel Freeman, owner of the Freeman Studio in Monterey, has recently moved into a new location at 402 Alvarado Street in Monterey. It will be interesting to his many friends to know that he has again taken up the art of portrait photography.

For Sale

Peninsula Studio, 30 miles from San Francisco. Equipped for Portrait, Commercial and Photo Finishing Service, as well as Copying. Rent reasonable.

Box 2389 THE FOCUS

Announcing . . .

BLUE BRAND ULTRA-SPEED

A *New* EASTMAN X-RAY FILM

AS a result of a program of continual research and practical experimentation designed to assure advancement in the manufacture of radiographic materials, Eastman is now able to announce the availability, at no increase in price, of Blue Brand Eastman Ultra-Speed Safety X-ray Film. This new film is faster than the familiar Eastman Ultra-Speed Safety X-ray Film, yet is the same in all other important qualities—contrast, ability to record fine detail, exposure latitude, tint of the base, and uniformity.

This increased speed of Blue Brand Ultra-Speed Film makes it possible to reduce present exposures 25 per cent and still obtain results of the same quality. For example, if four seconds is the time that has been employed in making an anteroposterior radiograph of the lumbar vertebrae, only three seconds would be necessary with the new film, provided all other exposure factors remained the same.

Many radiographers may prefer to effect a still greater reduction in exposure time. With Blue Brand Ultra-Speed Film, the exposure may be shortened to one-half the present factor by slightly increasing the kilovoltage.

Reduction in exposure time has always been a problem of first importance to radiologists, particularly in examinations of the chest, gastrointestinal tract, gall bladder, and urinary tract; and where motion must be "stopped," as in examination of children. So, the use of this faster film may very often be the deciding factor between a poor and a good radiograph. The greater speed is also of distinct advantage when intensifying screens of the slower, "high-definition" type are employed—the exposure will be the same as that formerly used for "speed" screens and Ultra-Speed film.

In radiography of parts where shortness of exposure is not of primary importance, present time factors may remain unchanged and a reduction of 25 per cent be made in the milliamperage. This possibility has definite significance because the prolongation of the life of x-ray tubes is a matter of economic moment in every x-ray laboratory, and, according to Gross, the employment of approximately 20 per cent less milliamperage than the manufacturer's rating chart lists tends to treble the life of the tube.

Since radiographic quality of the new, Blue Brand Ultra-Speed film is in every way comparable with that of the older-type Ultra-Speed film, the use of it will assure the same type of well-balanced radiographs, possessing the same wealth of diagnostic detail rendered with the same pleasing contrast. Blue Brand Eastman Ultra-Speed Safety X-ray Film is certain to prove a fitting companion to Eastman No-Screen Safety X-ray Film. Your dealer now has it in stock, so specify it on your next order and immediately begin to take advantage of the latest improvement Eastman has made in the interest of better radiography. The film is readily recognizable by its distinctive blue-top box.

Order your x-ray material from Hirsch & Kaye.

←⁘→

For Immediate Sale.—Long-established, exclusive Portrait Studio in Seattle. Best location. Owner retiring. Price most reasonable. Address Peter Spencer (manager), 2351 Haleck St. S. W., Seattle, Washington.

New Prices – Wabash Lamps

PRICE reductions on all Wabash Superflash and Superflood Photolamps were made effective June 1, 1940. The No. 0 size was reduced to 10c, the lowest price at which flash bulbs have ever been listed since their invention.

A new size announced, the Superflash (50) Chief, lists at 16c and produces 40,000 lumen seconds, comparable to the old Press 40. The new Press 40 has been stepped up from 40,000 to 50,000 lumen seconds, although dropped to 18c, while the No. 2 has been stepped up from 56,000 to 70,000 lumen seconds, although dropped to 22c. Price reductions and increased light output figures are as follows:

	Light Output in Lumen Seconds		Old Price	New Price
	Old	New		
Superflash No. 0	25,000	25,000	$ .16	$ .10
Superflash Chief	—	40,000	—	.16
Superflash Press 40	40,000	50,000	.20	.18
Superflash No. 2	56,000	70,000	.25	.22
Superflash No. 2A	80,000	80,000	.30	.23
Superflash No. 3	140,000	140,000	.60	.40
Superflash No. 2B	42,000	42,000	.30	.25
Superflash No. 3B	85,000	85,000	.50	.45
Superflood No. 1	—	—	.20	.15
Superflood No. 2	—	—	.40	.30
Superflood No. 4	—	—	1.60	1.20
Reflector Superflood	—	—	1.10	.85

To recognized professional or industrial photographers the following Fair Trade Schedule of Discounts applies:

Superflash No. 0.....10%

All other sizes and grades.....35%

(In full case lots only)

HIRSCH & KAYE, *Distributors*

Billy Rose—He Knows

VISITORS to the Aquacade at the New York Fair, and those who will visit the Aquacade at Treasure Island this year, wil agree that Billy Rose is a good judge of pulchritude and lighting effects. We mention this because we learn that the Billy Rose Show at Treasure Island is illuminated by 50 Beattie 2KW Spotlights, such as several photographers have already installed in their studios.

Would you like to know more about these lamps?

←❖→

We were glad to welcome **Mr. Oscar Swanlund,** of the Swanlund Studio in Eureka, in our office when he recently called. Mr. Swanlund visited us in conjunction with a hurried business trip to San Francisco.

* * *

Mr. Lloyd Smith, owner of a photographic studio in Los Gatos, California, visited our store recently. Mr. Smith was in San Francisco with the purpose of increasing the equipment of his studio.

* * *

Mr. A. Drankoff, owner of the Redding Photo Service in Redding, California, recently paid us a visit. Mr. Drankoff made it a point to be one of the first visitors on the opening day of our 1940 World's Fair. It is interesting to note that he also made a special trip from Redding to attend the opening day of the Fair in 1939.

* * *

Information is wanted concerning the whereabouts of **Bert P. Bowles,** formerly of Seattle, Washington, Antioch, California, and 931 McAllister Street, San Francisco.

* * *

Mr. and Mrs. Peter Richter, photographers of Orland, California, recently paid us a visit. They were combining a business trip along with a visit to our Fair so that they may enjoy its new beauties and wonders.

We Like These

An extract from a letter recently received is noted below. When we are at fault we like to hear about it. When we render good service we likewise like to be told.

"We more than appreciate your prompt service with our orders, our questions and your posters, pamphlets and catalogues. We also wish to thank you for your latitude in the matter of credit.

"I deplore effervescence, but feel compelled to say that you must have an A-1 office system."

S. L. M.

* * *

A customer tells us—"Having followed the profession of photography both in Europe and the U. S. A., I have had the opportunity of dealing with a number of photographic supply houses. It is my sincere opinion that none can compare with Hirsch & Kaye for courteous treatment and an understanding of the customer's needs—it is this personal interest which every member of your organization has which gives a friendly atmosphere, a thing sadly lacking in many other companies."

←❖→

A Worker's Resolution

It does little good to whine
About this small job of mine;
It is far better to try
To reach a goal that is high.

I'm going to work, plan and dream,
And follow hope's shining gleam;
I'll press onward with a will
While climbing depression's hill.

Past mistakes are always plain,
I won't make the same ones again;
I'll meet the world with a grin,
For I'm determined to win.

—Minnie M. Dalton.

Corporation vs. Partnership

(Continued from Page 7)

upon the corporate set-up is another disadvantage.

6. Profits cannot be divided in arbitrary rations as may be done in a partnership. They must be divided, if at all, into the proportion of stockholders.
7. Frequent and various reports required of a corporation in the state in which they are incorporated.
8. Organization fees, franchise taxes, stock transfer taxes, various corporation taxes, and other taxes often make the total tax burden of the corporation considerably greater than that of the partnership doing a similar business.

NEWS

Mrs. Gavien McCullagh and her mother are spending their vacation at the beach hotels in Honolulu. The McCullagh Studio in Berkeley is well known in the Bay Region.

* * *

Lee Gould has opened a studio at Newport, Oregon.

* * *

The Arlington Studio in Bakersfield has moved to 2029 Chester Avenue, an excellent ground floor location across the street from the Kern Theatre. * * *

Charles Wiedner, at one time a well known San Francisco photographer, died in Vallejo, May 16. He came to San Francisco from Germany, about 60 years ago, and for years was active in school, lodge and scenic photography. One of his sons, Art Wiedner, is a well known local orchestra leader. * * *

Thomas Shoob has taken over another location in Modesto, to add to his studio and camera shop. The new store measures 15x55, which in itself would be a location of ample dimensions.

FOCUS and FLASH with KALART!

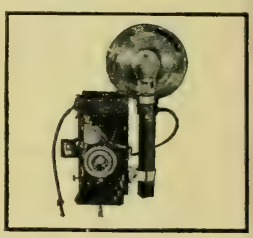
Get the perfect shots you want . . . with these quality Kalart Products



Focus with KALART!

Never any guessing when you use Kalart (Synchronized) LENS-COUPLED RANGE FINDER! Focusing is automatic, quick and accurate. A Kalart Range Finder is the surest aid to "perfect" focus—and clear, needle-sharp pictures. Prices start at $18.00 (Standard Equipment on Speed Graphics.)

Flash with KALART



Newest of Kalart products is the MASTER MICROMATIC SPEED FLASH—seen, admired and *bought* by thousands of camera fans! 16 *new* features, *plus* the famous Kalart *Micromatic* principle. The "last word" in Speed Flash—for only $14.95! *And*—at a new low price—the Kalart STANDARD MICROMATIC SPEED FLASH. Now owned by nearly 100,000 camera fans! Works like your camera shutter, accurately synchronizes bulb and shutter variations. Yours for only $11.50!

Buy quality. Ask your dealer to show you these outstanding Kalart products. Be up-to-the-minute! And—get all the facts about the Kalart $500 Speed Flash Picture Contest! Write for Kalart literature *today*.

THE KALART COMPANY INC.
Dept. 0-6
Taft Bldg., Hollywood, Calif.

KALART

"Hirsch & Kaye Night"

THE Hirsch & Kaye organization was privileged to sponsor the May meeting of the Associated Photographers of the Sacramento and San Joaquin Valleys.

The gathering was held in Stockton at the Hotel Wolff, on the evening of May 11, and was attended by thirty-five member photographers of the Association.

This dinner meeting was one of a series scheduled by the Associated Photographers, under the presidency of Burt Hodson, and the chairmanship of Fred Schneider, both well-known West Coast photographers.

The Hirsch & Kaye representation was headed by the firm's president, George A. Dolan, and in the presentation of the program was aided by Norman G. Siller and "Joe" Bush of the sales staff.

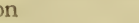
Mr. Dolan, as speaker of the evening, chose as his subject, "Aids to Personal Efficiency in Business," and in elaborating on the topic, drew from his many active years of business experience as an executive in the photo industry.

Supplementing his talk, two sound motion pictures were shown on related subjects. The first, "Telephone Manners in Business," was followed by "How to Remember Names and Faces."

The Telephone picture vividly demonstrated the great importance of developing a pleasant voice and a real interest in the fellow on the other end of the "line."

The Memory film interestingly instructed in the art of remembering names and faces—outlined the simple fundamentals of such a training and proved a source of great interest and amusement to the assembled audience.

The Associated Photographers of our two great Valleys are gracious hosts and we of Hirsch & Kaye are pleased to play a part in the activities of this live-wire organization—may their tribe increase.



J. G. Goodrich, owner of the Yreka Studio in Yreka, California, recently paid us a visit. Mr. Goodrich, as a graduation gift to his nephew, brought the young man to San Francisco, visiting all points of interest, including the never-to-be-forgotten World's Fair.

* * *

Information is wanted concerning the whereabouts of **Forest C. Gandolfo,** formerly of Angwin, Berkeley, and South Pasadena, California.

* * *

The State of Oregon was well represented in our office recently when we received a visit from **Mr. and Mrs. Maginnis Smith** of North Bend, Oregon. The trip was in the form of a vacation and, of course, a visit to the World's Fair.

* * *

Karl Romaine, of the well-known Romaine Studio in San Francisco, is as much at home at the tiller of a yacht as he is behind a lens. We recently saw a picture of him skippering the yacht Pinafore II during a regatta of the San Francisco Yacht Club. Under Captain Romaine's direction, we expect the Pinafore II will again win more than one race this season.

"It Is an Honor to Receive A Bill"

"When the mail brings you a statement of account, you should be genuinely pleased, for the bill is a positive indication of the creditor's confidence in your business integrity . . . Credit is one of the most valuable things a person can possess. Money may be had by various means, but credit comes only from years of honest dealing and prompt meeting of bills when due . . ."

—Oliver Gross.

. . . In 2 Short Months

THE COMMANDER HAS BECOME THE MOST WIDELY DISCUSSED EXPOSURE METER IN AMERICA



★

**With the Miracle Eye*

This is the most sensational innovation ever introduced into exposure meters. It permits precise measurement, *from the camera position,* of light on any *single* part of a scene—or the average light on the entire scene. In fact, now you may sight the Commander on the feature object in the picture to be photographed, much as you would sight a rifle on a target.

HERE'S WHY . . . Its Performance Is Outstanding

The Commander is not just another exposure meter; it gives you performance never-before-possible. That's why there was nothing surprising about its tremendous reception, a reception that overtaxed production facilities two weeks after it was introduced. Yes, the Commander has meant that much to photographers everywhere.

If you haven't heard the story of this new kind of exposure meter, here are the highlights in brief. But we warn you in advance, you'll have to see one to appreciate what it will mean to your photography. 1—Only the Commander has the Miracle Eye, which permits readings on all or any part of a scene from the camera position. 2—Only the Commander offers a range of light measurement so wide that you can, with equal facility, take a reading on a candle flame 100 feet away or a sun-drenched seascape. 3—Only the Commander indicates both F stops and shutter speeds on *one* scale. 4—Only the Commander gives you readings accurate to within 1/8 of an F stop. 5—Only the Commander is kept in perfect factory calibration. A quick turn of the regulator is all that is necessary. 6—And finally, only the Commander is unaffected by heat, humidity or old age.

THE COMMANDER EXPOSURE METER

$20.00

HIRSCH & KAYE *are distributors for Commander and Phaostron Meters*

DAD

Hey! Say, lad! I guess our Dad
Ain't quite so bad as we might have had
If he does seem rough and speak sorter gruff,
We know it's just bluff, for he's got man enough
In them old clothes of his, without half tryin' his best, by whiz!
To make them who's-whosers, when they know how 't is
Get out their old pencils and get down to biz.
And yet—

To jest-so piety he don't allus nod,
And fer sassiety he's too rough shod,
But he don't work no dirt, only jest the sod;
And he's right with men, and, I reckon, with God.
He's not high-falutin'. We just call him Pa.
He don't do much "tootin' his bugle," but law!
He's been mighty good to us children and ma;
And for us he's stood the best you ever saw.
And, you bet—

Though he's not quite so young as he used to be
And he's not quite so spry as we'd like to see,
We hope he's good for a long time yet.
With many-a-day 'ere his "sun shall set."
For, having in mind his kindly deeds,
I say, He's the kind this old world needs.
He's stood close by for many-a-year
Without a sigh, a sob or a tear.
And his kindly eye is shining
As if knowing why for his being here.
And it's good to be in the place he's in,
Fer there's lots of droll fun in the wag of that chin,
And lots of good stuff where his hair's grown thin.
And I'd jest choose him if I's choosn' ag'in.
And this world'll lose some when he has to go
And time after that'll drag awful slow,
And some hearts'll ache and some faces I know'll be wet.

—Ray A. Showalter.

Window Backgrounds

THE background of your window is very important, and may defeat your efforts to arrange an attractive window, unless thoughtfully arranged.

A Simple Background is Best in Most Cases because it permits the merchandise to stand out. By simple, we mean that you don't want distracting colors and intricate design.

Your background serves two purposes—it centers attention within the window by shutting out the activity inside the store; and it lends tone to the window while providing a foundation on which to build your displays.

Backgrounds may be permanently built, or made of crepe paper, cardboard or cloth.

Light Colors Reflect Light; Dark Colors Absorb It. The light reflecting quality of paint can vary from as much as 85% light reflected by an off white, down to only 7% from a dark green! If you wish to economize on the amount of light you use, be sure you use light colored backgrounds.

If you are using a wood background, remember that the dark woods such as walnut or English oak do not give good light reflection. Undoubtedly they are dignified, and have their place. But if you want a high intensity lighted window, do not use dark backgrounds. You can, however, use them for trim or frame, without too much loss of light.

"Sussman Mounts Are Paramount"

HYLTON EASELS

Creation Coated Duplex Cover Stock — Rag Stock Insert
Serrated Edge Underlay — Slip-in Style — Buff and White Shades



For the discriminating customer who demands the simplicity of a softly tinted design in the easel style, the Hylton style was created. Beautiful satin-smooth cover stock in duplex shades, neat insert design with plate sinking to further accentuate its beauty, this easel instantly reveals a sturdiness of stocks and an eye appeal which will produce immediate profits in more pictures. The IONA style is the Hylton easel in a two-piece easel in the smaller sizes, to make it an outstanding value for School work and Baby pictures.

Print Size	Outside Size	List Price per 100
4 x 6	6⅛x 9	$9.00
5 x 7	7⅛x10⅛	10.50
7 x 5 Group	8⅞x 7⅝	10.75
6½x 8½	9 x12	14.50
8 x10	10 x13½	16.50
10 x 8 Group	12½x11	17.00
IONA★★★ Two-piece Easel		
3 x 4	4¾x 6¾	4.75
3 x 5	5⅜x 7⅝	6.00
4 x 6	6⅛x 9	7.50

KELVIN EASELS

Creation Coated Duplex Cover and Insert Stock
Serrated Edge Underlay — Slip-in Style
Gray and Neutral Shades

Strikingly modern in stock and design, most attractively framing photographs, aptly describes the Kelvin easel. In oversized dimensions throughout all the sizes in which it is made, it is a style which once seen, will demand instant attention and produce customer demand for additional pictures.

Print Size	Outside Size	List Price per 100
3x4	4¾x 6¾	$6.00
3x5	5-3/7x 7⅝	7.50
4x6	6⅛x 9	9.00
5x7	7⅛x10⅛	10.00

Manufactured by A. Sussman & Co., Philadelphia, Pa.

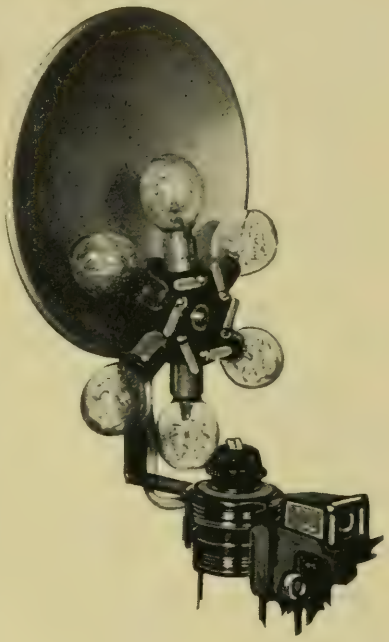


SAMPLES OF ANY SUSSMAN MOUNT SENT ON RECEIPT OF 15 CENTS

HIRSCH & KAYE
Distributors

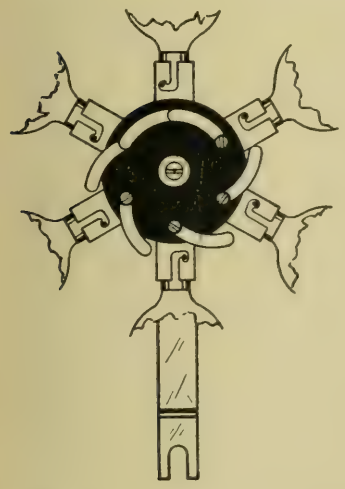
We have them in stock — ***Place your order direct with us***

MULTIFLASH



Multiflash is another word for speed in Synchroflash photography. As the name indicates, it is an accessory which permits simultaneous ignition of from one to six flash bulbs, as may be required. It is especially designed for the new No. 5 G. E. or "peanut" type of bulb.

It consists of a group of six sockets, mounted on a revolving hub, back of which is a reflector of conventional type. Multiflash may be mounted and used on any camera equipped for flash bulb use, by inserting the plug of the cord into the bulb socket of the battery container which is part of the synchronizer. The connecting bars are normally moved over to "off" position, in which case only the uppermost bulb is ignited. Additional bulbs can be fired at the same time by moving these connecting bars to "on" position, over as many sockets as you may wish to use bulbs, up to six, in which case the lower bulbs will not be aided by the reflector, which is ample for these bulbs. The lower illustration shows MULTIFLASH set for use of three bulbs at one firing.



PRICE $10.95

Includes bracket for attaching to camera.

RAVEN SCREENS

RAVEN SCREENS have been used as standard equipment in most of the leading theatres and studios for many years. We are told that the screen used at the New York Fair, by a large and well-known manufacturer of photo equipment, is a Raven, selected after competitive tests. Purchasers of Raven Screens, therefore, receive a well-tried product, available in more models and surfaces than ever before offered. Dealers, likewise, will be glad to distribute them.

From the four different fabrics and eight types of mountings, the discriminating movie enthusiast should be able to select the screen most suitable for his particular use. If in doubt, please advise us and we will be glad to help you solve your problem.

Standard Tripod Model

Constructed of strong but lightweight metal tubing. They can be easily and quickly set up for use, and when not in use can be folded into neat, compact units and easily carried about.

The standard model is so constructed that the height of the screen can quickly be adjusted to any position between the lowest and the highest. This adjustment of height is not limited merely to two or three steps, as is commonly the case with tripod models.



These models are attractively finished in dark "crackle" and are equipped with non-scratch rubber feet.

Size	*White Opaque*	*Silver Tone*	*Crystal Beaded*	*Witelite*	*Haftone*
30″x40″	$14.00	$15.00	$15.00	$17.50	$20.00
40″x40″	19.00	20.00	20.00	22.50	25.00
36″x48″	19.00	20.00	20.00	22.50	25.00
48″x48″	24.00	25.00	25.00	27.50	30.00
39″x52″	24.00	25.00	25.00	27.50	30.00
52″x52″	29.00	30.00	30.00	32.50	35.00
45″x60″	33.00	34.00	34.00	37.50	40.00
52″x72″	38.00	39.00	39.00	41.50	45.00

HIRSCH & KAYE, *Distributors*

When using white grounds, be sure to work your sitter well forward, in front of the ground and always turn the ground to the proper angle—to the light, of course. This precaution will eliminate a tendency to flatness and grayness so often seen in white ground negatives.

Sulphite or Carbonate? If the label has been lost, and you're not sure which it is, dissolve some of it in a measuring glass and drop a little Sodium Bisulphite into the solution. If there is an effervescence—bubbles showing—it's Carbonate.

Directed Flash Photography

SEVERAL months ago, when General Electric introduced its revolutionary new Synchropress No. 5 photoflash lamp, commercial, newspaper and amateur photographers alike looked upon this Mighty Midget with a skeptical attitude . . . frankly doubted its ability to perform capably and effectively.

In a short time, however, that doubt and skepticism turned to hearty praise when the No. 5 Midget Lamp, no larger in size than a ping-pong ball, definitely proved its ability to get more than 80 per cent of all flash pictures taken and, at the same time, when used with proper equipment, deliver more light for its size than much larger bulbs.

In actual use, the amazing new G-E flash lamp has proved not only capable of handling pictures made at distances between 6 and 20 feet . . . the distances at which the great majority of all flash pictures are shot . . . but displayed sensationally its ability to "rifle" light directly forward at distances up to 100 feet when used with the recently-designed seven-inch "directed flash" reflectors. The secret of the spectacular performance of this tiny bulb is that it is the nearest approach to a point light source now available to photographers. Being not only brighter than other bulbs, but smaller in size as well, this new bulb approaches a point light source in flash that permits the light to be concentrated and projected simultaneously.

When used in the new reflectors, nearly all of the bulb's available useful light is thrown onto the subject to be photographed. Throwing the light forward onto the subject in a directed beam gives the photographer full benefit of light that heretofore was usually wasted with larger flash bulbs.

In addition to its "light rifling" ability, this sensational little No. 5 bulb, because of its small size, allows photographers to carry a larger number of lamps. Thirty of these Midget lamps may be conveniently carried in a suitcoat pocket while, for further convenience, General Electric has recently introduced a special flash-bulb kit specifically designed for pocket use. The kit, known as the "Pocket Pack," is made of heavy cardboard and holds a supply of six lamps, well protected and held apart to prevent scratching or other accidental damage. Also, the Midget's egg-shaped size and dye-protected safety jacket covering acts to protect both the user and the subject, a definite safety feature.

According to the profession, the "directed projection" possible with the new Synchropress No. 5 makes it especially effective where conditions prevent the photographer from getting close to the point of action. This quality has also proved valuable in cases where conditions, in the case of multi-flash shots, do not permit the placing of a side light close to the subject.

On shots made at close range, this concentrated flash makes it possible for the photographer to enjoy extreme depth of field, while the directional quality of the light makes for better modeling. The same physical qualities . . . size and extreme brightness . . . also makes the Midget lamp ably effective in regular spotlight units, a fact which opens up new possibilities for dramatic-type lighting with synchronized flash.

When used with the new engineered "directed flash" reflectors, the Mighty Midget lamp is perfectly capable of providing clear, crisp negatives with ample density at distances up to 100 feet, on high speed film at 1/200th of a second. Its wide peak and quick burnout filaments make it ideally effective for synchronized use . . . with front shutter cameras . . . as well as open flash. While a simple adapter will allow use of this new No. 5 bulb in present flash equipment, results are much more satisfactory when it is used in reflectors designed for it.

You Are Invited to Participate

FOR YEARS, owners of Graflex-made cameras have consistently distinguished themselves in winning prizes and recognition in photographic contests and salons sponsored by various organizations. This year, The Folmer Graflex Corporation gives owners of its cameras an opportunity to compete for $1,500 in cash prizes in a contest created especially for them—the *Graflex Golden Anniversary Picture Contest,* running from July 4th through Labor Day.

This contest is open to all Graflex, Graphic or Crown View camera owners except employees of The Folmer Graflex Corporation, its advertising agency, and the immediate families of these employees. Entrants are invited to submit their work in any or all of five classes: Portrait and Pictorial; Action; News; Industrial and Scientific; Color. This latter classification includes transparencies only, color prints not being eligible for prizes in this contest.

In addition to a $250 grand prize, there will be awarded to winners in each of the five classifications a first prize of $100, a second prize of $50, a third prize of $25, a fourth prize of $15, a fifth prize of $10, and ten sixth prizes of $5 each —making 76 cash prizes in all. Seventy-five Medals of Award—fifteen in each class—will be presented to entrants receiving honorable mention.

Judges for the $1,500 *Graflex Golden Anniversary Picture Contest* will be nationally known, and the complete list will be announced at a later date.

Flash Data Provided on Ruler by Kalart

A HANDY celluloid ruler containing metric and inch measurements has just been designed by the Kalart Company, Inc., New York City.

On one side the ruler is calibrated from 1/16th to 1 inch, and from 1 millimeter to 15 centimeters. The latter is particularly useful to camera owners for measuring lenses for filters and sunshades.

On the reverse side of the ruler exposure information for both Mazda and Wabash lamps. The "Flash Factor System" of calculating exposures is explained and a definite factor is given for all lamps.

These rulers may be secured by writing to the Kalart Company, 915 Broadway, New York, N. Y. Ten cents in coin or stamps must be sent to cover cost of handling and postage. Those sending for the ruler will also be placed on the mailing list to receive the new issue of the Kalart Speed Flash Pictorial.

GOOD TO KNOW—

If You Are Displaying Dark Merchandise, one way you can get interest is to focus your light so that the background shades from dark on the outside to light in the center where the merchandise is featured.

If the merchandise is light, you can highlight it by setting it against a dark panel or screen, and putting a spotlight on it.

Don't throw away all your empty film boxes and material. They have uses.

The box: for filing unordered negatives. The black separation sheets: on the scale for weighing chemicals. The red paper: for a tank float—it resists soaking. And the foil: attached to a board, that makes a useful reflector for lighting shadows.

The New VICTOR *Safelite Attachment*

for use with any 5 x 7 Wratten Safe-light

THIS attachment converts any 10-inch VICTOR Lighting Unit, such as the No. 60 and 70 Clamp-on, No. 110 Stand Unit and No. 710 Table Lamp, into a readily adjustable safe-light. It locks tightly to the front of the reflector by means of the nickeled spring clamps furnished with it. The flanged edge has a felt cushion which makes a light-tightseat. On the inside face of this Safelite Attachment there is a "U" frame and cap for receiving any of the various 5 x 7 Safe-lights now on the market. A 25-watt or other specified watt lamp must be used in place of the photoflood.

The advantage of using this VICTOR accessory lies in the greater range of adjustments provided by the VICTOR Units with which it may be employed. The Clamp-on Units may be attached to practically any convenient support; the stand unit may be positioned wherever convenient near the darkroom bench or elevated to flood the ceiling and provide indirect darkroom lighting, and the Table Lamp may be placed on any convenient flat surface. Thus, placement of the safe-light may be wherever desired!

The VICTOR Safelite Attachment costs considerably less, including the Wratten Safe-light, than any equally safe and effective, complete Safelight Unit. It has the additional advantage of occupying little space when not in use.

(Without Wratten Safe-light)..... $1.00

Business Profits

NO ONE can function in commerce unless he has business sense. Business needs idealists, humanitarians, craftsmen and Golden Rulers, but these types merely get in the way and block the machinery unless they have business sense.

"It does not matter what a business man's views may be concerning a 'fair wage' or a 'living wage,' or a 'saving wage'," says one writer. "It does not matter what he may think about the nobility of the profit motive; his opinions are beside the point. He is obliged to make profits his first aim—not his highest aim, not his ultimate aim, not his most cherished aim, but his first aim—for unless he does so, he is in danger of eliminating himself from the business world. He can give away all that he has; but after that he can no longer pay a living wage or any other kind of a wage."

Failure to recognize this basic fact leads many to indulge in criticisms of business procedure that are entirely beside the point. It leads well-meaning idealists to dissipate their capital, and many fine artisans to file bankruptcy petitions.

Just as the most important duty of an automobile driver is to keep his car on the road, so the most important task of the business man is to keep his books in balance and his surplus on the right side of the ledger. Unless he can do this he will be retired as surely as the sun causes the ice to disappear in the spring. Men who can't make ends meet can't function as business men.

GOLDBLEND

THIS appropriately named preparation is a toner for practically all developing papers, other than Bromide. The range extends from a slight gold tone of warmth to rich brown, with a pleasing absence of yellow or dull browns. There is no loss of gradation in prints toned with Goldblend. Desired tones are attained by strength of solution and time of immersion. The process takes place after the prints are fixed and rinsed.

It is economical, as you will notice. To one gallon of water add 1½ lbs. plain Hypo and one 2-oz. bottle of Goldblend. The solution may further be diluted if desired.

GOLDBLEND.....$1.00 a bottle

Place your order today.

←❋→

For ECONOMY

TWO auxiliary backs permitting 4 x 5 plates or film to be used in Graphic Holders on the 5 x 7 Eastman View Camera No. 2D should now be more in demand than ever.

While they have many uses in black-and-white photography, they will effect even greater economies with Kodachrome Professional Sheet Film.

Of sturdy construction, these two accessories are of the same attractive finish and durable materials as the View Camera they fit.

5 x 7—4 x 5 Reducing Back for Eastman View Camera No. 2D, 5 x 7, fitted with Graphic Film or Plate Holder, $16.

5 x 7—4 x 5 Eastman Sliding Ground Glass Carriage permitting either one or two exposures to be made on 4 x 5 plates or films—either black and white or Kodachrome. This carriage accepts 4 x 5 Graphic Film or Plate Holders. You will be impressed by its convenience and practicability. $18.

Thank You, Jerry,

for your help in taking over the loose ends and producing last month's edition. Without your help there probably would have been no FOCUS for May. The fact that your own vacation was close at hand, makes your aid all the more appreciated.

And now, during the enjoyment of your well-earned (?) vacation, unmindful of the cares of this world, we hope you have no cause for worry, other than to see that you have your fishing license with you and that you observe the day's limit.

May all the big ones dangle from your line.

←❋→

Barre Color Filters

PHOTOGRAPHERS are reminded of the Barre Color Filter, which is a Solid Glass Filter, not affected by usage or climate, as a Gelatin or Laminated Filter. These are round filters which readily fit any standard filter holder or sunshade, and are supplied in the popular sizes—25, 31.5 and 39 mm. diameter.

The filters are available in every desired color and shade. In the yellow group we can supply Light, Medium and Dark Yellow. In red, we have Medium Red and Dark Red. In green, we offer Medium Green and Light Green. We likewise have Medium Orange, Special Blue and Haze Filters.

These filters are optically correct, and inexpensive. 25 mm. size is priced at $1.30, 31.5 mm. at $1.55, and 39 mm. at $2.10. We can also obtain, as required, Barre Color Filters in 42 mm. diameter.

←❋→

The recent death of Peter Afanasieff reminded us of the drastic changes that can take place in one's life. We were told that in the days of the Russian Empire, Mr. Afanasieff occupied a position which corresponds with that of the Treasurer of the United States. During the Revolution he escaped.

Hunter Duo Spot Flash Adapter

SPECIAL REFLECTORS FOR MIDGET-BAYONET-BASE BULBS

OR ABBEY, KALART, HEILAND AND MENDELSOHN SYNCHRONIZER

The Duo SPOT•FLASH adapter is designed to fit most makes of synronized flash equipment and is made to utilize the advantages of size, convenience and brilliancy inherent in the General Electric Company's number ve flash bulb, known as the Mighty Midget, in directed flash photography.

To make use of the extreme surface brightness of this tiny flash bulb, the POT•FLASH adapter has been designed to use all of the available light as a irected beam rather than a flood of light. The reflector is carefully designed to roject a beam of light having approximately thirty degrees spread. It is fitted ith a removable diffusing ring which re-directs part of the beam over a wide ngle of approximately fifty degrees, which covers the included angle of nearly l cameras except those fitted with wide-angle lenses. The No. 5 flash bulb is pplicable to focal plane shutter synchronization only on small cameras, where requires very careful synchronizer adjustment.

In use, the SPOT•FLASH adapter offers unique advantages. With the iffuser ring in place it is possible to make any ordinary flash exposure at about he same speeds and apertures ordinarily used with the larger standard bulbs uch as G. E. No. 21 and Superflash No. 2.

When the diffuser ring is removed, the carrying power of the concentrated eam is remarkable. Pictures can be made at distances up to one hundred or nore feet (see front page). The spot light characteristics of the adapter are dvantageous on occasions when it is desirable to focus attention on one group r action by picking it out of its surroundings using a spotlight technique made ossible by the SPOT•FLASH adapter without the diffusing ring. Some experimentation will show just what unique results can be achieved.

Price.....$6.95

So You May Help Your Customers

THE increased use of Kodachrome Film in 35 mm. cameras prompts us to publish a cautionary suggestion which, if generally understood, will help sers of the film obtain best results.

When pictures are taken on K-135 Film, the entire roll is run through the amera and then wound back into the original retort. At this point the magazine ooks like a new, unexposed roll. In loading the camera, please be sure that the apered leader is securely attached to the take-up spool; otherwise it may become letached after the back of the camera is in position, and you would not be aware hat pictures were not being taken.

To guard against this, make it a practice to observe if the rewind knob is urning as the film is wound after each exposure. This can also be checked after few turns of the winding knob have been made by turning the rewind knob. t will stop turning after all the slack film has been wound, indicating that the eader is securely attached to the take-up spool.

Here Is a Winning Combination to Obtain Child Port

Business . . . . *Just Right for the Summer Sea*



The KINDERGARTEN Folder for the single portrait.

The COMBI-MAT for a pleasing combination of portraits of the children—the COMBI-MAT is ready for framing.

Become acquainted with this combination. Samples of the KINDERGARTEN and the 4x6 COMBI-MAT for 15 cents.

Send for Sample Offer B

EASTMAN KODAK COMPAN

[TAPRELL LOOMIS DIVISION] CHICAGO, ILLIN

erry's Corner



By Himself

GONE FISHING!

See you next month.

—JERRY.

Vacations

The ideal time to terminate a vacation would be about four days after the first yearnings for home and work are noticed. When you begin to get restless and uncomfortable, the vacation is over. You have taken the cure and recovered.

A noted physician once advised a rich patient to take frequent short vacations instead of an occasional long vacation. The ideal length of time for recuperation, this doctor said, is three weeks. Semi-annual vacations of three weeks each are better than a single vacation of three months, acording to this theory.

←⁂→

In Alabam

There was a knock at the kitchen door. When Mrs. Smith opened it, there stood a lanky youth, black as the ace of spades.

"Good mawnin', ma'am," he said. "I is lookin' fo' somebody that wants somebody to do sump'n. You all doan know nobody that wants to hiah nobody to do nothin', does you?"—*Santa Fe Magazine.*

Optimist

"I want to grow some trees in my garden. Can you sell me a few seeds?" inquired Mrs. Newlywed.

"Certainly, madam," replied the clerk. He fetched her a packet.

"Can you guarantee these?" she asked.

"Yes, madam, we can."

"Will the trees be tall and thick in the trunk?"

"They should be, madam."

"And quite strong at the roots, I suppose?"

"Oh, yes, madam."

"Very well. I'll take a hammock also."

←⁂→

Sailor: "Can I have a room with a shower?"

Innkeeper: "Wal, young feller, I can give you a room that leaks, but I'll be derned if I kin guarantee rain."
—*U. S. Fleet Air Base Mokulele.*

←⁂→

Efficiency Expert: "Sort these old letters into alphabetical order and then throw them away."

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Complete Art and Negative Alteration Service

339 NORIEGA ST. SAN FRANCISCO
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Write for 1939 Catalog and price list, genuine oil portraits—pastels, or rebuilt damaged portraits.

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Highest Quality Work Only

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SAVE overhead and operating expense.
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Amateur Finishing Outfits, for Roll Film and Circuit Work.

Large Daily Output. Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

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SOLD ON EASY BUDGET TERMS
Your transactions are entirely with us

HIRSCH & KAYE

Distributors

The Sportsman Tripod

THIS is not just another tripod, but one that will survive many competitive products. Its light weight of 3¾ pounds, for tripod and pan head, will appeal to all. The Sportsman is a two-section wood tripod, closed to over-all length of 37 inches, and when extended, ready for use, the camera will be 56 inches from the ground.

The height adjustment of each section is controlled by a convenient round screw, attached to the sliding part. The principal tripod head screw has a long shaft to facilitate use of it.

The felt-covered pan-tilt top measures 2x3¼ and is provided with a standard tripod screw, and a hole at each end, so that either may be used to balance any camera. You will like the smoothness of operation, due to the use of bronze bearing and carefully machined parts.

SPORTSMAN TRIPOD, complete with Pan-tilt Top - $6.95

Dealer orders invited.

Change in Price on G. E. Photo Lamps

Inasmuch as there has been a drastic reduction in the price of G. E. Photo Flash and Photo Flood Lamps, in some sizes as much as 25% or 33⅓% reductions, the old schedule of discounts is no longer in effect, but a new price schedule is shown below together with discounts.

G. E. Photo Flash No. 5	$0.13	G. E. Photo Flood No. 1	$0.15
G. E. Photo Flash No. 11A	.13	G. E. Photo Flood No. 2	.30
G. E. Photo Flash No. 16A	.15	G. E. Photo Flood No. R-2	.85
G. E. Photo Flash No. 21	.15	G. E. Photo Flood No. 4	1.20
G. E. Photo Flash No. 21B	.20	G. E. Photo Flood No. B-1	.30
G. E. Photo Flash No. 31	.23	G. E. Photo Flood No. B-2	.60
G. E. Photo Flash No. 75	.55	G. E. Photo Flood No. B-4	1.75

We can also supply No. 7 Lamps at a new price of 15 cents, as well as the No. 15 at 14 cents, or the No. 30 at 24 cents.

In addition to the above reductions in list prices the following discounts will be allowed to professional and commercial photographers according to the amount of your purchase:

Orders of less than $2.00—0%

Orders of $2.00—15% Orders of $5.00—20% Orders of $10.00—25%

Frame Bargains for Photographers



No. 321—WOOD SWING FRAME
Platinum Finish
Size 4x6
Bargain Price—25c each net
Only 5 available



No. 1600—WOOD SWING FRAME
Gold Finish
Size 4¾x6¾
Bargain Price—25c each net
Only 20 available



No. 0114

No. 0114
Miniature Frame
3¼x4¼ Gold
Convex Glass—Velvet Back
Each in a gift box
Bargain Price—60c each net

Frame Bargains for Photographers



No. 370



No. 372



No. 373

Nos. 370—372—373

Choice of
Gold with Cream Moire Silk Mat
or
Silver with White Moire Silk Mat

Size 7½x9½ only

Bargain Price—$1.25 each net

Only 12 each available

Be sure to mention color desired

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering
Description and illustration of any article gladly sent on request.

Combination Tripod, for 8x10 camera. Has 6½ inch top, height of 56 inches, and in good condition.

Bargain Price $4.95

Stoneware Tank—42 inches deep, 8x9½, and looks like new.

Bargain Price $15.00

16-inch Horseshoe Type Wringer and six 14x20 Ferrotype Plates.

Bargain Price for both, $11.50

4x5 R.B. Graflex with 7½ inch K.A. lens, film pack adapter.

Bargain Price $62.50

Budget Terms if wanted.

12x20 Panoram View Camera, including one film holder.

Bargain Price $65.00

5x12 Panoram View Camera. Popular size for school and group work.

Bargain Price $37.50

3¼x5½ Roll Film Graflex, no lens.

Bargain Price $9.50

Beattie Portopan 4-Unit Lamp for Photo Flood bulbs. Includes stand.

Bargain Price $37.50

5x7 Professional View Camera, without case. 15" bellows. Fine condition.

Bargain Price $15.00

Exacta B Camera, vest pocket size, with F2.8 Tessar Lens in Eveready Case. Excellent condition.

Bargain Price $115.00

Beattie Arc Spotlight with Stand. Has been used, but still quite serviceable.

Bargain Price $18.50

R.O.C. Retouching Desk. In fine condition.

Bargain Price $4.95

Century Retouching Desk, folding type.

Bargain Price $3.25

Praxidos Enlarger for 35 mm. negatives. Has condenser system and intended for use with lens on Leica Camera. Fine condition.

Bargain Price $20.00

Marshall Flash Lamp, Model C, with 24-inch pan. Ignited by primer cartridges. A really modern, dependable flash gun. Furnished with box of 100 primers.

Bargain Price $8.50



EASTMAN

DECKLE-EDGE TRIMMER

THIS modern trimmer, of new design and construction, produces deckle edges on either single or double weight prints up to 10 inches. As will be seen by the illustration, the handle acts as a lever, rotating a semicylindrical cutting blade. Teeth on this blade are machined to mesh with a plate on the base, producing a shearing action which cuts a clean deckle edge. A transparent trimming gauge is ruled for wide or narrow margins. The price is $30, at your dealer's.

EASTMAN KODAK COMPANY, Rochester, N. Y.



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VITAVA OPAL'S emulsion richness, warmth c
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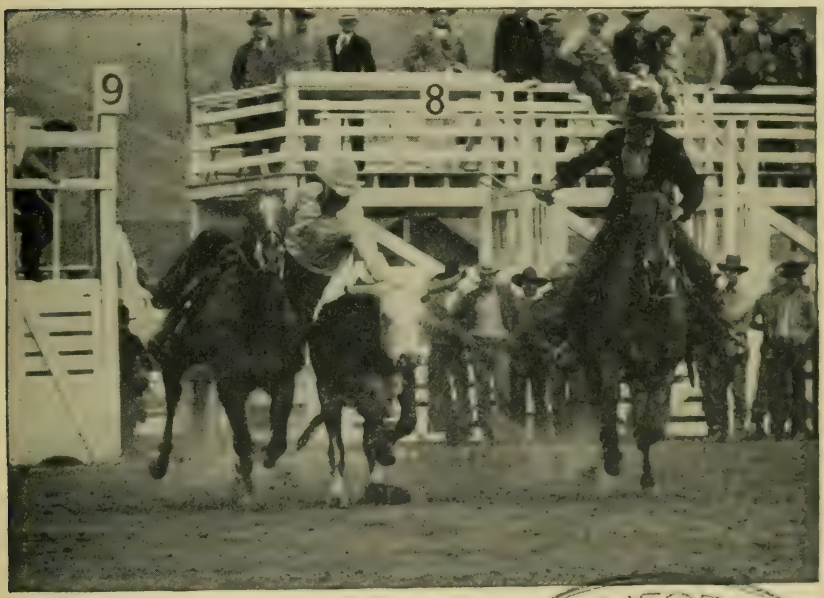
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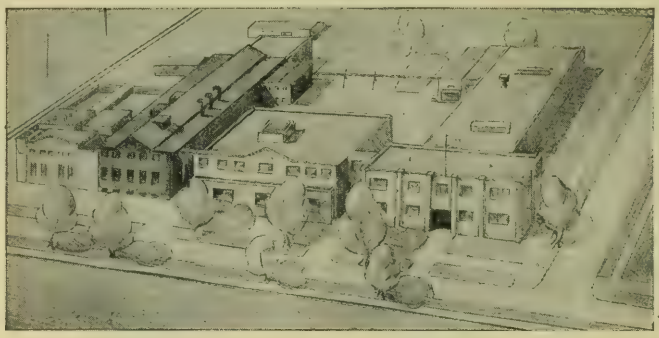
Published Monthly in the Interests of Professional Photography

VOL. XVI JULY, 1940 No. 7



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ROCHESTER, NEW YORK

YOUR DEALER SELLS DEFENDER PRODUCTS

THE FOCUS

Prepared and Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE

239 Grant Avenue, San Francisco

The Largest Independently Owned Photo Supply House in the West

VOL. XVI JULY, 1940 No. 7

INTRODUCING—



MRS. TRUEX . . .

Adele Dieren-La Perla Truex is a native of Milwaukee, Wisconsin. Her father, Charles Dieren, was a local real estate operator who was also well known as an artist and a linguist, with a number of languages to his credit. Her mother, Emilie Meissing-Dieren, was locally well known as a singer.

At the age of 5 the family moved to Kansas City, where Adele was educated in the local schools, graduating from Spalding's College. She then attended the Kansas City School of Fine Arts where she became an honor student with 6 of her paintings awarded first prize. She later continued her art studies at the California School of Fine Arts in San Francisco, but that is getting ahead of the story.

By this time you probably know that art is paramount in her thoughts. It is only natural that she should take an interest in photography and her first contact with studios was in such local studios as Strauss Payton, Thompson, Bauer and the Parisian Studio. She later opened and operated her own studio where she was able to command prices from $40.00 to $60.00 a dozen for 8x10's, and $30.00 each for colored portraits.

Like many other photographers, she decided to come to California and locating in Oakland she operated the LaPerla Studio at 13th and Broadway. After a number of years in Oakland, she moved the studio to Pittsburg, in Contra Costa County. Her studio is located there today at 18 East 4th Street.

Mrs. Truex is first, last and always an artist and a photographer. Her husband assists but she is the artist. With all we have said about her art, believe it or not—if she were to take up another line of activity she would choose—Mining! She is interested in mining operations in Trinity County. Mr. Truex is a member of the Kiwanis Club where he represents photography, and is also a member of the local Chamber of Commerce. Many pictures made in her studios have been selected for exhibition in national and international salons. Visiting photographers, who would like to discuss art and its relationship to modern photography, will always find a welcome in her studio.

←⁘→

When the love of truth for truth's sake—this poetic idealism, this intuitive perception, this growth from within—has been awakened and cultivated, thoughts live and are transmitted into endless forms of beauty and utility; but to receive this new growth we must cultivate a sturdy self-respect, we must break away from the mere petrified word-pictures of others and cultivate the "still small voice" within by which we become strong in individual thought and quick in action, not cropped, hedged, and distorted by outward, trivial forms, fads and fancies.

—*Luther Burbank.*



New Ideas . . . Plus Background

In 34 years the G. P. S. Co. has grown big enough to have adequate facilities, but not so big as to become complacent; old enough to have a background of experience, but not too old for new ideas.

To those who have seen the new 1940 "Gross" line of designs and marked the advanced styling which have been incorporated into them, no boasting on our part is needed. To those who have not yet viewed our latest product, we blushingly admit that it is the last word in modern tempo, that it pleases the eye and compliments the taste of the user. If our traveler does not call on you, write us for 1940 illustrated booklet.

THE *Gross* PHOTO SUPPLY COMPANY

1501 WEST BANCROFT STREET • • • TOLEDO, OHIO

Canadian Agents: W. E. Booth Company, Ltd., Montreal and Toronto

Nork Foot Switch



The NORK FOOT SWITCH is made of molded live rubber. Its sturdy simple construction with a minimum of working parts, using no levers, toggles or springs, assures long efficient service. It is an invaluable accessory leaving both hands free for other operations. A light touch of the foot is all that is necessary. A safe rating for the Nork Foot Switch in intermittent service is 1500 watts. Furnished complete with 8 feet of cord, duplex outlet and molded rubber plug. Model 1-A $1.75.

Showcases

Showcases Must Be Well Lighted. It has been estimated that showcases require approximately four times the lighting intensity of general store illumination to give this contrast.

In an interesting case, one department store had showcases with about the same amount of light as the store itself. A count was made; 1804 people passed by without stopping; 38 stopped.

Then the lighting intensity was increased, and the showcases given even, glareless light. 1789 people passed by, but 213 stopped. Nearly 6 times as many people stopped.

Showcase Lighting Must Be Even, Glareless, Without Dazzle. The lighting source must be concealed from both customer and salesperson.

←⁘→

NEW 4A-D DEVELOPER: This Defender product, a ready-to-use developer, has been prepared expressly for the high-speed Defender Films—*Arrow Pan* and *Arrow Pan Press*. Two units, as follows:

For 32 oz. working solution....$.30 list
For 1 gal. working solution.... .60 list

Metol Poisoning

From time to time cases of so-called Metol poisoning are brought to our attention with requests that some remedy be suggested for relieving the irritation. The untoward results arising from the use of this chemical compound are not, as a rule, of a serious nature, but might become so if neglected.

Formula: Ichthymall, 1 dram; Boric Acid, 1 dram; Zinc Oxide, ½ dram; Petrolatum, 1 dram.

After washing hands thoroughly, use at night and protect with gloves or some other wrapping.—Mallinckrodt Chemical Works.

←⁘→

A drop light over the hypo tray, cone shaded to keep the light where it's needed and operated by a foot switch, leaves both hands free for print inspection.



"Your Chemicals Rate 100% With Us . . ."

say Caufield & Shook of Louisville, Ky., who supplied this photograph. We quote their letter:

"We have been using Mallinckrodt Chemicals over a long period. During all this time no trouble that has ever appeared has been traceable in any manner to products furnished by your company. When it comes to uniformity, dependability and quality, your chemicals rate 100 per cent with us. We appreciate and find very helpful your fine book, 'The Chemistry of Photography' as well as the Bulletins that you send from time to time."

Mallinckrodt

CHEMICALS

ARE PHOTO-PURIFIED . . CHEMICALLY PERFECTED . . PHYSICALLY PERFECTED . . FREE FLOWING . .

"The Chemistry of Photography"

Have you seen this revised, improved edition? It is packed with helpful suggestions to photographers. Price 50¢ postpaid from St. Louis or New York office.

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2nd AND MALLINCKRODT STS., ST. LOUIS, MO.

70-74 GOLD ST., NEW YORK, N. Y.

CHICAGO • PHILADELPHIA • TORONTO • MONTREAL •



A Threat (?) to Portraiture

By HILLARY G. BAILEY, F. R. P. S.

MANY professional portrait photographers have been somewhat alarmed and much concerned over the popularity of the miniature camera, and its apparent invasion of the portrait field. The big noise which certain popular weeklies have voiced for some years extolling the superior virtues of candid camera photography has not contributed to the comfort or peace of mind of the long-suffering portraitist. As is the case with everything which might be labeled new, there have been enthusiastic devotees who predicted that the new apparatus would solve all problems, obsolete everything that preceded it, and usher in a new era; that now the ins are out, and the outs are in. Enthusiasm went so far as to influence a few thoughtless souls to prophesy that the candid camera would entirely replace the older and larger cameras.

Such prophecy was ridiculous and good for a long laugh. It sounded a little like a college sophomore sporting his brand-new fraternity pin and spouting philosophies. In fact, I would wager these very prophesies came from sources not too remotely removed from undergraduate intelligence and experience.

Ever since photography has been a commercial industry, record pictures have been made which in their final analysis were nothing more than candid camera pictures. They differed only by a larger negative size and were really more of a threat to the professional photographer than the tiny negatives of today. The record pictures of yesterday, with their large negatives, offered opportunities for selective definition and subsequent control methods which, under the manipulation of a competent craftsman, might result in photographs of outstanding merit, and even pictorial quality.

But the tiny negatives of the candid camera offer little opportunity for improvement on the cruel recording of the subject matter. They are excellent instruments for picturing nature in the raw, but nature in the raw is seldom beautiful; and certainly faces never are. The miniature camera is the answer to the photographic opportunist's prayer. To him it is a godsend in lightness, compactness and ease of operation. Its capacity for precision is a welcome improvement and a satisfaction to his soul, if he has one.

The miniature camera was introduced at a propitious time to give it unusual publicity. The art world insisted on boiling over its tumultuous cauldron of super-realism and photography caught its fill with the miniature camera. When the whole art world was suffering from the Impressionistic disease, we could not escape some sort of rash, and the candid camera got it.

The public are still not sold on the idea. They may not object to super-realism when applied to the other fellow, but when it "comes home to mamma" something much less cruel is preferred. They have only endured the raw truth in portraiture until their financial status permitted them the privilege of employing a capable photographer competent of flattering them, and picturing them as they would like to be instead of as they are.

Do not be concerned, Mr. Portrait Photographer, if you are the artist you started out to be. The candid camera goblin will not get you. If you can make people "look like what they ain't," if you know the flattering story of light and shade, the proportioning power of lenses, the advantages of certain emulsions and the richness of certain papers, you need only to prove it to outwit the candidness of the miniature camera. In other words, the job

(Continued on Page 11)

A COMPLETE SET OF LENSES . . .

ALL IN ONE



SPEED, flatness of field and fine anastigmat correction make the Wollensak Velostigmat* an excellent all-purpose lens. Unusually goo results with action shots, groups, home portraits, copying and enlarg ing. Produces brilliant, detailed negatives sharp to the edge. Variou focal lengths.

*Reg. U. S. Pat. O



★ **FOR ACTION SHOTS**
Speed of *f*4.5 yields sharp, clear action shots, even indoors and on dull days.

★ **FOR GROUP PHOTOS**
Anastigmatic correction and flat field assure group shots of detail and brilliance.





★ **FOR HOME PORTRAITS**
True perspective, moderate focal length and speed produce excellent portraits in small rooms.

★ **FOR COPYING**
Fine optical correction registers details faithfully, guarantees excellent copying with this Velostigmat.*





★ **FOR ENLARGING**
Speed and fidelity to detail give you surprisingly short exposures in making enlargements.

★ *Write for LITERATURE!*

WOLLENSAK OPTICAL COMPANY

ROCHESTER, N. Y.

WOLLENSAK

What Is Americanism?

THERE are certain words in our language that might be called words of evocation. When they are spoken, the listener who hears them contributes to their meaning. Not all words are evocative, as John Erskine long ago pointed out. For example, if I say to you the word "circle," you know exactly what I mean. Your mind receives a clear, precise image, but you contribute nothing to it, because circle is a precise, not an evocative word. Suppose, instead, that I say to you the word "home." To everyone who listens there will come a different meaning, evoked out of personal experience. Now "Americanism" is a word like "home": an evocative word; and it has a special meaning for every American. I cannot define Americanism for everyone, but I can tell you what it means to me.

To me, Americanism is the spirit of freedom at work in organized self-government. It is a way of life, a free experimental process in democracy. By trial and error, free men and women who live in and under Americanism make their own laws and unmake them. They choose their leaders and they change them frequently in the hope of finding better ones. By this system they open the door to many abuses. They are often deceived and betrayed, and they are exploited, robbed, and cheated; nevertheless, they have, under this imperfect system, become a greater people, a happier people, and a more prosperous people than any other nation that ever lived under any system on this earth.

Americanism is the sovereign voice of public opinion, greater than government, ruling the people only because the people rule.

Americanism began with the Declaration of Independence, in which it was declared that "all men are created equal," having "certain inalienable Rights—Life, Liberty and the pursuit of Happiness." This was the birth certificate of Americanism. Its baptism was in the blood of our Continental soldiers. The certificate of that baptism was the Constitution of the United States and the Bill of Rights. This was the charter of a free people, adult enough, responsible enough to have and to enjoy, as no other people today may have and enjoy, the right to trial by a jury; the right of habeas corpus; the right to be secure in their persons and homes with no search except by court warrant; the right to stand out of doors and say to all the world whatever one pleases to say—which is free speech; and the willingness to answer in the courts for what one has said—which is the responsibility of free speech; the right and responsibility of a free press; the right to peaceable assembly and petition; and the right to worship God as conscience, and only conscience, directs.

Above all, Americanism is the spirit of men and women great enough to laugh at themselves and their leaders if need be. We are free people, with a sense of humor. With a decent respect for all our brothers, we stand in awe of no government officer or office; in awe of no king or conquerors; in awe of nothing human; in awe only of the Lord God Almighty, Who planted this instinct for freedom in our hearts.

Americanism is the spirit of a new people, fusing many old peoples into a new national companionship, a brotherhood which will never be canceled, whether by men or by a system of men. We have tasted its freedom and we know that it is sweet. God helping us, we shall never give it up.

FULTON OUSLER

Two Very Popular Frames



No. 1084X

No. 1084X

Gold
Black or Ivory Glass
Velvet Easel Back

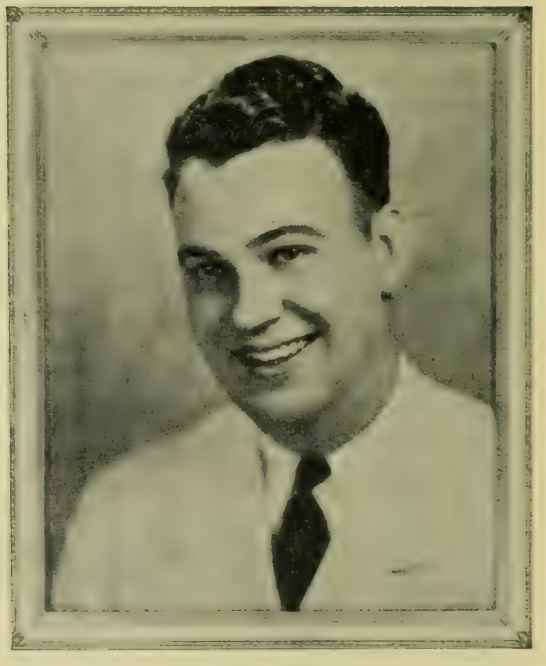
Size	*Price*
7½x9½	$2.10

No. 872X

Gold or Silver
Velvet Easel Back

Size	*Price*
8x10	$3.10
10x13	5.35

Buy now before prices advance.



No. 872X

Polaroid Filters

ANYONE who has worn Polaroid goggles or sun-glasses fully appreciates the advantage of a Polarized Filter. With a Polaroid Filter on your camera you will eliminate practically all glare and reflection and will be able to obtain pictures through water and across table top and reflecting surfaces which otherwise would be impossible.

Barre Polaroid Filters are unmounted discs and furnished with a notch or marker so that you may correctly place the filter in its true position in the holder. Barre Filters are offered in the following sizes:

25	27	29
32	39	42

and 51 m/m diameter.

The price for any size is only **$1.98**

←⁂→

Noted Flash Authority Joins Wabash Staff

Rush Munder, pioneer in flash bulb development, has joined the Phototechnical Division of the Wabash Photolamp Corporation. As founder of the Munder Electrical Company, Mr. Rush was the first to make foil flash bulbs for synchronized use, and first to pioneer the self-filtering type of flash bulb especially for color photography. He will occupy his new position in an advisory and research capacity, as well as in general sales development.

All revisions in the Wabash Superflash and Superflood photolamp line, together with the latest up-to-date flash and flood exposure information and tables on the new Superflash bulbs are contained in the new Wabash bulletin Form 724P just released. Ask Hirsch & Kaye for your copy.

Mrs. Arthur Ferl and her daughter called on us while in San Francisco to see our Fair. Mr. Ferl is the owner of the Photographic Supply Company in Redding.

* * *

Perry Baker of the Sierra Studio in Placerville has moved the studio to new quarters on Main Street. In the new location he has more room to take care of his expanding business.

* * *

Mr. H. J. Amundsen of Bakersfield called on us while enroute to Treasure Island to help celebrate Southern Pacific Day at the Fair with relatives.

* * *

Another World's Fair visitor was **Mrs. E. Hayden Jones,** owner of a studio in Medford, Oregon.

←⁂→

Progress always involves risk. You can't steal second and keep your foot on first base.

A Threat?

(Continued from Page 7)

of the portrait photographer is to idealize his customers, to compliment them rather than just to record them. Then he may expect patronage.

The miniature camera is an excellent instrument for a specific purpose. It was never designed to supplant other types of apparatus, but only to supplement them, and in that capacity it has a place in the photographic sun. Sales records already indicate definitely that this sector of the boom in amateur photography is no longer part of the battle-front. The minicam, like so many other developments in the general art of photography, has created a permanent place for itself as an adjunct, for specific purposes, to other types of equipment.

—*Professional Photographer.*

Panthermic '777' Developer

SIX OUTSTANDING FEATURES

1. FINE GRAIN—Negatives developed in 777 have a fineness of grain unexcelled by any other developer. This is an innate characteristic of the formula.

2. HIGH SPEED—The full natural speed and beautiful gradations of modern emulsions are made available.

3. PANTHERMIC—777 develops satisfactorily without frilling at temperatures 90° F. Invaluable for summer use and in tropic regions, it is of equal importance at all times in milder climates. It can be used down to 60° F.

4. LATITUDE OF CONTRAST—It is possible not only to develop soft negatives of low gamma, but also negatives of sufficient contrast for use with the softest of modern printing papers.

5. UNIFORMITY THROUGHOUT LIFE—Using the Replenisher according to instructions, negatives of similar speed and quality can be produced by the same time of development throughout the life of the developer.

6. NEGATIVE COLOR—Neutral colored negatives are obtained entirely free from dichroic and surface images.

Price List

TUBE UNITS		STANDARD UNIT		LIQUID DEVELOPERS	
8-ounce Replenisher	$0.45	32-ounce Base	$2.00	8-ounce Replenisher	$0.50
16-ounce Base	0.30	32-ounce Replenisher		16-ounce Base	0.50
		32-ounce Replenisher	1.50	16-ounce Replenisher	0.90
				32-ounce Base	1.00

New Superflash Midget Announced

A NEW midget Superflash with 40% more light output than any other midget, and a new ten-bulb Pocket Pack that fits in a jacket pocket, are announced by Wabash Photolamp Corp. Preliminary sales tests show a warm reception for the new bulb, called the "Press 25," and a much higher unit sale due to the ten-bulb pack.

The new Superflash bulbs require only a fraction of the space formerly needed for bulbs of equal flash-power, making the ten-bulb pack very convenient to handle and carry. With a light output of 25,000 lumen seconds and a retail price of 15 cents, the new bulb is said to give more flash for the money than any other midget.

Other features of the Superflash "Press 25" are special construction for use in the new "concentrating" reflectors, a scientific "even-light" shape, double jackets of lens-clear safety coating, and the patented blue Safety Spot.

The price of the new midget bulb is 15 cents.

SUPERMATIC SHUTTERS

THE American-made Kodak Supermatic shutter is now available for two sizes of the Speed Graphic: with the 107 mm. (4½") *Ektar* f3.7 for the Miniature Speed Graphic; and with the 127 mm. (5") *Kodak Anastigmat* f4.5 for the 3¼ x 4¼ Anniversary Speed Graphic.

To most readers, the features of the precision-built Supermatic shutter may be well known. At the risk of repeating them, but in order that you may have the whole story at hand for reference, we will here review some of the more important points.

High-Lighting the Supermatics

The No. 2 Supermatic is a rim-set shutter with 9 controlled speeds from 1 to 1/400 sec., plus Bulb, Time, and a self-timer. It must be cocked for all exposures, even B and T.

Speeds can be changed before or after cocking. Settings intermediate to the markings on the scale will not give intermediate speeds.

The *speed scale* is divided into two portions—speeds from 1/400 to 1/25, in black with a black *speed pointer*, are on the left side and may be used safely with the camera in the hand; 1/10 to 1 second, and B and T, are in red with a red *pointer*, and should be used only with the camera on a tripod or some other firm support.

The *cocking lever* is moved clockwise to wind the shutter, and the *release lever* counter-clockwise to make the exposure. There is a cable-release socket, closed with a screw-plug to keep out dust.

The built-in *self-timer* is a separate mechanism with its own cocking lever, which should not be wound until after the shutter has been set and cocked. Pressure on the shutter release lever starts the delayed-action mechanism, and the exposure is made after a delay of 10 to 15 seconds.

The diaphragm scale is at the bottom of the shutter with a conventional *aperture pointer* to control and indicate the settings.

IMPORTANT WARNING: *The front cell of a lens in a Supermatic shutter should not be removed except under the most urgent necessity. When the occasion does arise, first release the shutter and self-timer, set the scale to a slow speed, and under no conditions cock the shutter or move any of the controls while the front cell is out of the shutter.*

These new combinations of high-quality American-made lenses in precision American-made shutter now give you a 100% American-made outfit.

PRICES:

2¼ x 3¼ *Miniature Speed Graphic* with 107 mm. *Ektar* f3.7 in Supermatic shutter **$132.00**

3¼ x 4¼ *Anniversary Speed Graphic* with 127 mm. *KA* f4.5 in Supermatic shutter **$119.50**

←⁂→

It is so easy, very easy, to misunderstand, to misinterpret, to misjudge. Give everyone the benefit of a possible error, and discount your own observation liberally. This advice is for all of us—for you and the other fellow—because the very advice we give and apply to others is an injunction we may need ourselves.—*Corwin.*

Kodagraph Process Panchromatic Film

(ANTIHALATION)

THIS is a new Eastman sensitized material for the Graphic Arts trade. This material is coated on base .0055", the same as Kodalith Ortho Film, and will have a new black antihalation backing which discharges in the processing solutions.

The processing and basic emulsion characteristics are similar to those of Kodagraph Contrast Process Ortho (Thin Base) (Antihalation).

A material of this type has been requested for some time by photomechanical workers both for color separation work and separation of line work in the reproducing of labels, forms and so forth.

It will sell at the same prices and in the same sizes as Kodalith Transparent base Stripping Film. Rolls over 40 inches wide are to be supplied on special order only for the present.

Kalart starts

4th Annual Speed Flash Contest

FOUR years ago, Kalart conducted its first Speed Flash Contest, offering prizes for the best pictures taken with Speed Flash equipment. The contest was an instant success with flash fans, entries pouring in from all sections of the country. Each year since then, Kalart has continued these SPEED FLASH CONTESTS, with interest and enthusiasm increasing.

This year's contest—the fourth annual—is even wider in scope, in number and value of prizes. Kalart is offering more than $500 in merchandise—in a total of thirty-five grand prizes. These prizes include an Anniversary Speed Graphic (1st Grand Prize)—a Simmons Brothers Super Omega B Enlarger—a Solar Enlarger—a Federal Enlarger—a Kalart Lens-Coupled Range Finder, and many other valuable prizes.

Entrants may send in any number of prints, mounted or unmounted. All entries must be photographs taken with a Kalart Speed Flash. Both outdoor (Synchro-Sunlight) and indoor pictures are acceptable.

In addition to the thirty-five grand prizes, the Kalart Company each month will award a case of Wabash Flash bulbs and a new Kalart Concentrating Reflector for the best photograph received during each of the following months: August, September, October and November. All entries received up to and including the last day of these months are eligible for the monthly prizes. Speed Flash photos winning monthly prizes will also be eligible for grand prizes.

Entry blanks for the contest are available directly from the Kalart Company. The contest closes at midnight, December 31, 1940.

The Mallinckrodt Chemical Company

THE Mallinckrodt Chemical Works was established in St. Louis in 1867 by three brothers: Otto, Gustavus, and Edward Mallinckrodt, under the name of G. Mallinckrodt & Company, for the manufacture of fine chemicals. At that time a few fine chemicals were manufactured in the East, but the majority were imported from Europe. The first plant consisted of three small buildings located on the site of the present main plant in North St. Louis. Some of the items produced were bromides, bismuth salts, mercury salts, C. P. acids, and acetic and butyric ethers. With the growth and expansion of the population of the country into the west and southwest, the demand for chemicals increased and the small company grew and prospered. In the early 80's the name of the company was changed and the firm incorporated as "The Mallinckrodt Chemical Works" with Mr. Edward Mallinckrodt as president; the brothers, Gustavus and Otto, originally associated with the company, having died a few years previously. Edward Mallinckrodt continued active in the company's business until his death in 1928. His son, Mr. Edward Mallinckrodt, Jr., is at present the chairman of the board of directors.

Starting out as a manufacturer of fine chemicals, the Mallinckrodt Chemical Works has adhered strictly to that field, believing that by doing one thing it could be done well. The line has been expanded gradually. In 1883, photographic chemicals were added to the list and in the late 90's the manufacture of the alkaloids, cocaine and morphine was begun. A little later the manufacture of the products of nut galls: gallic acid, tannic acid, and pyrogallic acid, was started until today over 2,000 fine chemicals are produced —representing the most complete line of fine chemicals for medicinal, photographic, industrial, and analytical purposes of any manufacturer.

From the start the business was built on quality and service, and the name of Mallinckrodt has come to be synonymous with the best in fine chemicals. Modern factory and laboratory facilities make possible the continued production of chemicals worthy of the Mallinckrodt name. Extensive research laboratories are maintained, manned by able chemists. These laboratories are constantly improving methods of production and collaborating with scientific investigators in various fields to produce new products and improve old ones.

Among the recent accomplishments of the research laboratories is the improvement that has been made in ether for anesthesia. The quality and method of packaging this product have been improved to such an extent that the ether that is now marketed for anesthetic purposes is of a grade comparable to the high purity specifications of the reagent chemicals that are used in the analytical laboratories. In collaboration with leading medical authorities the products, lodeikon (tetra-iodphenolphthalien sodium) and Hippuran (sodium ortho-iodo-hippurate) for use in X-ray diagnosis, have been developed. The facilities of these laboratories are available for consultation regarding chemical problems.

As early as 1884 a sales office was established in New York City, and an additional factory was erected in Jersey City a few years later to supply the growing demand for Mallinckrodt products in the eastern market. Today the Mallinckrodt Chemical Works is serving the chemical trade through sales offices in St. Louis, Chicago, New York, Philadelphia, Montreal and Toronto, Canada; and factories located in St. Louis, Jersey City; and Toronto, Canada.

"Sussman Mounts Are Paramount"

DREXEL FOLDERS



Perfection Coated Duplex Cover Stock
Rag Stock Insert
Deckled Edges
Slip-in Style
Buff and White Shades

This folder has been especially designed for the customer who demands that the finished photograph be of exceeding simplicity and attractiveness, mounted in folder. The soft tone of the coated-embossed cover stock, neat insert design with plate sinking around it, all lend to an appeal which cannot be denied.

Print Size	*Outside Size*	*List Price per 100*
3 x 4	5 x 7	$6.00
3 x 5	5½x 8	6.75
4 x 6	6½x 9¼	8.50
5 x 7	7¼x10¾	10.00
7 x 5 Group	9⅛x 8⅛	10.50
6½x 8½	9¼x12½	13.00
8 x10	10¾x14	15.00
10 x 8 Group	13 x11⅝	15.00

KELVIN EASELS

Creation Coated Duplex Cover and Insert Stock
Serrated Edge Underlay Slip-in Style
Gray and Neutral Shades

Strikingly modern in stock and design, most attractively framing photographs, aptly describes the Kelvin easel. In oversized dimensions throughout all the sizes in which it is made, it is a style which once seen, will demand instant attention and produce customer demand for additional pictures.

Print Size	*Outside Size*	*List Price per 100*
3x4	4¾x 6¾	$6.00
3x5	5-3/7x 7⅝	7.50
4x6	6⅛x 9	9.00
5x7	7⅛x10⅛	10.00



Manufactured by A. Sussman & Co., Philadelphia, Pa.

SAMPLES OF ANY SUSSMAN MOUNT SENT ON RECEIPT OF 15 CENTS

HIRSCH & KAYE, *Distributors*

We have them in stock ***Place your order direct with us***

Chicago To Be Photographic Center In August

WHEN the 1940 Combined Photographic Industry Conventions and Trade Show opens in the Stevens Hotel, Chicago, Ill., on August 19, that city will see a display of photographic apparatus, equipment, materials and accessories never before equaled. Almost nothing that a photographer can use or a photo supply dealer can sell will be missing, and this will be the chance of the year for dealers to do their fall buying and make their plans for a big fall and Christmas season. So far as photographers are concerned, this will be their opportunity to examine and handle the actual pieces of equipment they may be considering for their studios, without the necessity of making comparisons from catalogues.

You read in our last issue the detailed plans for the Seventh Annual Convention of the National Photographic Dealers' Association—the names of the speakers, the many open forums wherein the dealers themselves will have the privilege of speaking their minds on their many problems, the various business sessions. This convention opens on the morning of August 20 and carries through to noon on August 22, closing with the big banquet that night.

The Fifty-third Annual Convention of the Photographers' Association of America, starting with the council session on the afternoon of August 21 and the opening ball that night, will be an affair packed solidly with talks and demonstrations, all of which have been definitely planned to load up those who attend with enough new ideas for getting and holding photographic business to keep them busy for the coming twelve months. An important feature is the picture exhibit, open all day from August 20 to 23.

The talks and demonstrations are divided into four sections—the Portrait Program, the Commercial Program, the Photo Finishing Program and the Business Promotion Program. Each will consist of eight features. In addition, there will be seven clinics each morning of the convention. All of the clinics have already been announced in our pages, as well as many of the speakers and demonstrators, so, to save space, we are at this time only listing the latest additions. We are informed that this leaves the Master Program complete with the exception of one more demonstration on the Commercial Program. And now, consider these names, plus all those you have read about before:

GENE GARRETT, Minneapolis, Minn.—"Business Promotion for the Portrait Studio"—Business Promotion Program.

CHAS. D. KAUFMANN, DEL. LONG and EDWARD J. COOK of the Kaufmann & Fabry Studios, Chicago, Ill.—"New Light on Photography"—a joint demonstration by these three famed photographers, of interest to commercial photographers, illustrative workers and portraitists. Something so brand new that this is to be a special combined feature for both the Portrait and Commercial Programs.

ALBERT PEREZ, Headley-Perez Studio, Mansfield, Ohio—"Changing the Usual Summer Slump Into a Profit"—Photo Finishing Program.

THE COMMERCIAL PRINT CLINIC, by the three Commercial Judges—two hours and fifteen minutes, during which they discuss among themselves (but on the platform for the benefit of the audience) selected prints from the Picture Exhibit—Commercial Program.

ALFRED L. TURNER, Anderson, Ind.—"Photo Finishing Keeps People Coming to Your Studio"—Photo Finishing Program.

Kalart Model "F" Range Finder Now Available For Film Pack And Plate Cameras

THE adjustable Model "F" Synchronized (lens-coupled) Range Finder featured exclusively on the Speed Graphic cameras is now available for other film pack and plate cameras according to an announcement by the Kalart Company.

This precision Range Finder, which assures sharp pictures and permits rapid automatic focusing, is adjustable for all lenses from 10.5 cm. to 30 cm. telephoto and will focus sharply at all distances from 3½ feet to infinity.

The price of the Model "F" Range Finder remains the same, $24. The installation charge is $3.50. For the present the installations will be made only at the Kalart factory.

Following is the list of film pack and plate cameras to which the Model "F" Lens-Coupled Range Finder can now be fitted:

9x12 cm.		6x9 cm.		10x15 cm.
Avus	Maximar	Bee Bee	Maximar	Bergheil
Ideal	Recomar	Ihagee	Recomar	Linhoff
Ihagee	Welta	Linhoff		
Linhoff				

Hot Bulb Ejector

A special short adapter with built-in ejector for the new bayonet base bulbs (Mazda #5 and Wabash Press 25) is announced by the Kalart Company. This short adapter automatically centers the midget bulbs for most synchronizers. It is especially recommended for cameras with built-in synchronizers such as Agfa Shur-Flash, etc.

Slight pressure on built-in ejector makes it eject the bulb preventing burnt fingers and speeding up picture taking.

The price of the short adapter is 50c complete.

Charles Gallagher was in San Francisco for a brief visit. Mr. Gallagher's studio is located in Ely, Nevada, the center of Nevada's copper mining industry.

←❖→

A Polaroid desk lamp makes print spotting easier; saves a lot of eye strain when large batches of prints are being handled.

"Du Pont Top Sealer"—an auto varnish, probably—can be used successfully for repairing cracks or chips in enamel developing trays.

←❖→

A Velour Black Canvas print pictorial—mounted by a bookbinder on the cover of a diary, was admired for its attractive, individual effect; for the suggestions the idea carried.

Graflex Picture Contest

WITH its $1,500 Golden Anniversary Picture Contest opening July 4th, the Folmer Graflex Corporation announces the panel of judges who are to choose the pictures and color transparencies that will win the 76 cash prizes and 75 Medals of Award offered in this competition.

Seven of America's noted photographers, photographic authorities, and editors comprise the jury of selection. They are as follows: Ansel Adams of San Francisco; William L. Chenery of New York City, editor of *Collier's Weekly*; Wilson Hicks of New York City, picture editor of *Life* Magazine; T. J. Maloney of New York City, publisher of *U. S. Camera Annual* and of *U. S. Camera Magazine;* Paul Outerbridge of New York City, author and one of the country's best-known authorities on photographing in natural color; Valentino Sarra, eminent commercial illustrator, of Chicago; and Edward Steichen of Ridgefield, Connecticut, dean of contemporary photographers.

These judges will select prize winners in five different classes: Portrait and Pictorial; Industrial and Scientific; Action; News; and Color Transparencies. In addition to the grand prize of $250, the following will be awarded in *each of the five classes*: a first prize of $100, a second prize of $50, a third prize of $25, a fourth prize of $15, a fifth prize of $10, ten sixth prizes of $5, and fifteen Medals of Award.

All entries in the contest must be accompanied by official entry forms, and these can be secured from the Folmer Graflex Corporation, Rochester, New York. Entries will be accepted from only the Continental U. S., Alaska, Hawaii, and Puerto Rico.

The Sensational New

Magni-Vue

REFLEX STYLE CAMERA



$3.98

Drop front case $1.00 additional

Guaranteed one year

Designed to make it extremely easy for any person to take good pictures, the "Magni-Vue" introduces an extraordinary new value in low-priced cameras. Its brilliant view-finder enables you to see exactly what you are going to get in your picture—clear and large—and you snap it in that split-second when you have just the scene or facial expression you desire.

This smartly styled new camera is equipped with Twin-Lens Focusing Mount (marked 6 ft., 10 ft., 15 ft., 25 ft. and Infinity) Control Lever for Snapshots or Time Exposures, and Light-Shield (which snaps down neatly when not in use). Body is sturdy Neilite in ebony black, with exposed metal parts tastefully finished in Chrome. Back of Camera opens on hinge, for easy loading with 2¼ x 3¼ film for 12 pictures, 2¼ x 3¼.

Dealer orders invited

FOCUS and FLASH with KALART!

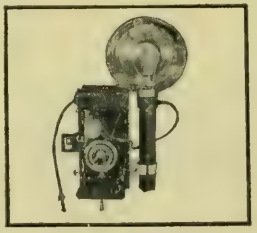
Get the perfect shots you want . . . with these quality Kalart Products



Focus with KALART!

Never any guessing when you use Kalart (Synchronized) LENS-COUPLED RANGE FINDER! Focusing is automatic, quick and accurate. A Kalart Range Finder is the surest aid to "perfect" focus—and clear, needle-sharp pictures. Prices start at $18.00 (Standard Equipment on Speed Graphics.)

Flash with KALART



Newest of Kalart products is the MASTER MICROMATIC SPEED FLASH—seen, admired and *bought* by thousands of camera fans! 16 *new* features, *plus* the famous Kalart *Micromatic* principle. The "last word" in Speed Flash—for only $14.95! *And*—at a new low price—the Kalart STANDARD MICROMATIC SPEED FLASH. Now owned by nearly 100,000 camera fans! Works like your camera shutter, accurately synchronizes bulb and shutter variations. Yours for only $11.50!

Buy quality. Ask your dealer to show you these outstanding Kalart products. Be up-to-the-minute! And—get all the facts about the Kalart $500 Speed Flash Picture Contest! Write for Kalart literature *today*.

THE KALART COMPANY INC.
Dept. 07
Taft Bldg., Hollywood, Calif.

KALART

Remember?

PERHAPS you, too, remember the old vaudeville days, and the time when that couple came on and stirred you into convulsions of laughter. They couldn't sing, they couldn't dance. They wore only street clothes, and their jokes were ones you'd heard dozens of times. There was no point or plan to their act. They merely walked before the footlights, looked down, and began a patter that was almost devoid of humor. Yet, the first thing you knew your sides were sore and your jaws ached from laughing. When they bowed off, the audience refused to let them go. You, too, stamped, whistled and yelled for more, and they came back, not once, not twice, but three times. At last the man came out alone, looked serious, waited for silence, then said in a slow, friendly voice:

"Folks, we want to thank you—my wife and I. We've trouped together in this act since I was a youngster. We haven't much of an act; we're not talented like some of the actors and actresses who preceded us tonight; but we enjoy this—it's our life. And, after all, it isn't what you sell in this world, it's how you sell it. I guess by your kind applause we've proved that to you here tonight."

Before the lump had left your throat, he was gone. Other acts had tried harder, were more talented, better rehearsed, and supported by scenery, yet this was the team you remembered long after the show was over, this humble, natural couple who had nothing to give you but a genuine outpouring of themselves. "It's not what you sell, but how you sell it," he had said, and for years you've carried in mind this simple, little lesson of life.

Maybe some of your sales people would get the point.

Merchandise and Display

THE type and cost of the merchandise to a great extent determines the type of display. If it is necessary to mass a great many items into a window, be sure to have order and design. Balanced displays help keep the window from looking overcrowded.

Feature Your Merchandise around the Attention Center of Your Window. The attention center is the one place in a window which the eyes of passersby see quickest and most easily.

The attention center, in the average window, is in the middle of the background and approximately two feet above the window floor—or about one foot below the eye-level of the average shopper on the sidewalk.

Put the merchandise you most want to feature in the attention center. Then build your display around it.

CLEANLINESS is the most important single factor in a good window display. Clean, shining glass windows. Dust and dirt keep people from seeing in clearly. Clean background and floor. Clean merchandise. And clean lamps and reflectors. Dust and dirt on reflectors can waste as much as 50 cents out of every dollar's worth of electricity you buy!

The Higher the Wattage of the Bulb, the Higher the Lighting Efficiency, in most cases. A 300-watt lamp produces 5,910 units of light, while three 100-watt lamps produce 4,740 units of light. You get 1,170 more light units, or over 24% more light for the same cost of electricity.

Instead of using clusters of bulbs, it may be better to use one larger bulb.

CAUTION: If the light sources are spread, you may get a spotty effect if you discard two lighting fixtures and use only one. ←⁂→

A new list of film ratings is now available and includes all modern emulsions, together with corrected speed ratings. A copy of the Weston Film Rating sheet will gladly be sent on request.

"We Have More Than Any Other Country in World"

For the benefit of "critics who look at America through dark glasses," *Liberty* recently published these facts:

"Ours is the highest paid labor in the world.

"Here we have 1 automobile for each 4½ persons; in England the ratio is 1 to 25, in Germany 1 to 55, in Russia 1 to 332.

"We have 253 radios per 1000 persons, Britain 216, Germany 126, France 93, Italy about 21, and Russia hardly more than 2.

"We have about half of the world's telephones and bathtubs, about a third of its highways and a third of its railways.

"We have only about 6 per cent of the world's population, but a standard of living and purchasing power that enables us to use half of the world's supply of coffee, rubber and tin, one-third of its electric power and two-thirds of its crude oil.

"We have more leisure, more theaters, more comforts and conveniences, more bank depositors and policyholders, man for man, than any other country in the world. We pay more for individual effort."

←⁂→

Promise Yourself

To be so strong that nothing can disturb your peace of mind.

To talk health, happiness and prosperity to every person you meet.

To make your friends feel that there is something in them.

To look on the sunny side of everything and make your optimism come true.

To think of the best, to work only for the best, and to expect only the best.

To be as enthusiastic about the success of others as you are about your own.

To forget the mistakes of the past and press on to the greater achievements of the future.

He Discounts His Bills

WHEN you ask another business man about a customer's credit and he says: "He always discounts his bills," that is about the best recommendation the customer can have.

Such customers are a big asset to any merchant, because he doesn't have the amount of their purchases tied up when he may need the cash. On the other hand, there are big advantages to the man who discounts his bills. That 2% cash discount is a tidy sum when you consider it as 2% of a year's purchases.

The stockhouse depends upon regular purchases, sometimes a great many during each month, depending upon the photographer's needs, and it is a convenience to the photographer to be able to obtain his supplies, on credit, and without delay. For this convenience the stockhouse requires regular monthly payments. This is reasonable and necessary, because the stockhouse must pay its regular monthly bills on time.

Its expenses are heavy and its business is done on a comparatively small profit, so you can understand what would happen if several hundred accounts, averaging one hundred, or fifty, or even twenty-five dollars each, were not paid when due. The stockhouse would have to borrow money to pay its bills or find itself losing its credit.

That's why it offers a cash discount to get your check by the 10th of the month following your purchases. If you neglect to mail your check before this time, obviously you are not entitled to the 2% discount, and if you deduct it, regardless of the time, you are not playing the game according to the rules. And that doesn't help your credit.

We want to be of every possible service to our customers, but in order to do so, we must have our customers' co-operation. If received we can both of us maintain satisfactory credit.

Eastman Films and Plates

For Professional Use

This is the name of a 24-page book just off the press. It contains a description of Eastman made films and plates, together with useful information as to suitable developers. Just the kind of book you would like to have, to bring your information up-to-date. Your copy, free, will be sent when you ask us for it.

Defender Continues to Dress Up Packages

New labels will soon appear on Defender photographic paper packages. These labels are attractive, highly informative and convenient in the darkroom. The new labels have color designating bands so that they may be easily identified on the dealers' shelves.

At the same time Defender is changing its contrast numbers from the double figure to the single figure for example, Grade 22 will now be Grade 2.

Who Wants to Know?

This is not a comment for Jerry's annual number, but a suggestion, made by our salesmen for a department that is offered in "The Focus". Photographers are invited to submit questions for which they would like the answer. While these questions and answers will be printed in "The Focus", we will conceal the identity of the person or studio presenting the question.

If you so desire, we will send the answer to you direct without publishing your question.



Mr. F. E. Perry, formerly located in Auburn, will reopen in his former vicinity. Mr. Perry is unusually well informed about the chemistry of photography and his invention, the P & H process of development, is known throughout the country.

Magic Depth Movies In 3 Dimensions!

A striking and comprehensive display of modern rail transportation is this highly interesting "movie" offered by the Pennsylvania Railroad at Treasure Island, featuring the startlingly new magic motion pictures in three dimensions. These stereoscopic "depth" movies packed with many thrilling shots of fast trains, flashing signals, whirling wheels . . . present a fascinating kaleidoscope of modern railroad operation. They are the only motion pictures of this type being exhibited on the West Coast.

NOT LIKE OTHER MOVIES

Only on a few occasions have these new "depth" movies been shown outside of experimental and research laboratories. Visitors to the Pennsylvania Railroad's exhibit at the Golden Gate International Exposition therefore have the opportunity to enjoy a pioneer showing of this radical departure in moving picture realism. The first "magic movie" theatre on the West Coast has been installed in the Pennsylvania exhibit, equipped with the special and elaborate projecting apparatus required to show "depth" pictures.

To obtain this "depth" effect, the spectator looks at the screen through a special "viewer", held to the eyes like a pair of glasses. Without this viewer, the picture on the screen appears like an ordinary movie, though less sharp. This is because, what is really projected on the screen, are two slightly different images of the same scene. These are taken from points a few inches apart, using a stereoscopic camera with a double set of lenses, exposing two films simultaneously.

In projecting these two "shots" on the screen, light is used of a type technically called "polarized" . . . the light for one film being at right angle to the light of the other. When the spectator places the Polaroid viewer to his eyes, a startling change takes place. The two overlapping images combine into one. The flat and somewhat blurred picture on the screen leaps into sharp and clear-cut three dimensional form . . . objects stand out in relief from their surroundings . . . scenery has depth . . . the entire scene a startling illusion of reality not felt with ordinary movies.

A train, for instance, rushing head-on, appears actually to be a half-mile away when first seen. At the last minute it seems literally to leap from the screen directly over the heads of the audience. You almost dodge! Be sure to see this.

Ferolene

A NEW, scientific preparation for cleaning and lubricating enamel or chromium Ferro tins and chromium drum driers to prevent sticking and curling of glossy prints.

Ferolene is so easy and simple to use; simply mix in water and sponge the Ferro Tins. Does not require drying the tins.

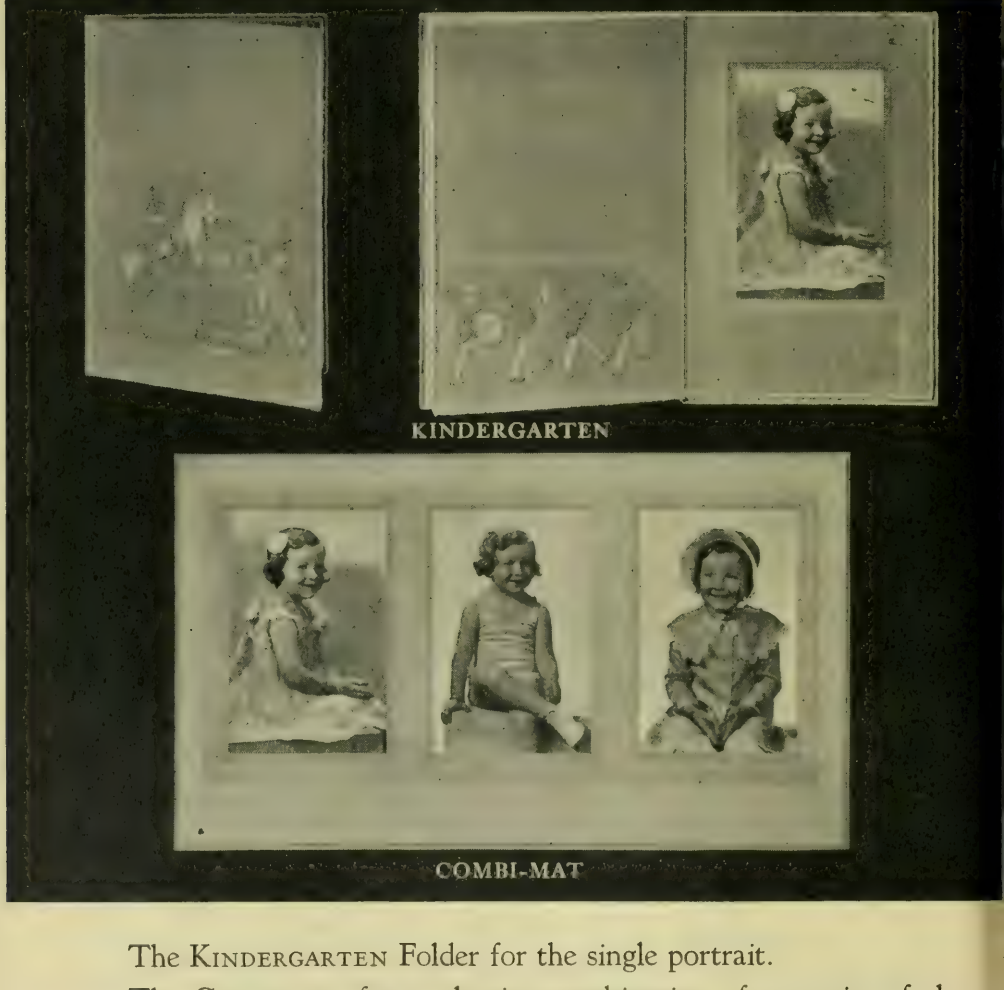
New elements have been added to Ferolene recently which has made it much more efficient in operation, therefore it can be relied upon for best results.

By using Ferolene, the Ferro tins can easily be kept in good condition so that the prints will be more brilliant and pleasing to your customers, brilliant, glossy prints cannot be made from Ferro tins that are not kept in good condition. Your glossy prints will not be any better than the surface on your Ferro tins.

1 oz. bottle	$ .15
3 oz. can	.25
16 oz. can	1.00
1 gallon	7.00

Order from HIRSCH & KAYE

Here Is a Winning Combination to Obtain Child Portrai Business . . . . *Just Right for the Summer Seaso*



The KINDERGARTEN Folder for the single portrait.

The COMBI-MAT for a pleasing combination of portraits of the children—the COMBI-MAT is ready for framing.

Become acquainted with this combination. Samples of the KINDERGARTEN and the 4x6 COMBI-MAT for 15 cents.

Send for Sample Offer B

EASTMAN KODAK COMPANY

[TAPRELL LOOMIS DIVISION] CHICAGO, ILLINO

Jerry's Corner



By Himself

I see by the papers, it's happened at last. After putting a tax on everything else, they've got a tax on taxes.

If you don't get what I mean, you will by March 15.

Some place else I read that the savages of Africa don't pay taxes. Then why are they savage?

Gas tax and road tacks are the same. They both puncture you.

If you can see anything funny in taxes, you're a better man than me.

Manual was telling me that I should work and worry day and night, so I would get promoted, and be the boss so I could work and worry day and night, and Sundays and holidays.

He said we should all work harder to earn more money. I told him the more we make the more we're taxed. The more we're taxed the less we have. The less we have, the less we're taxed.

So why work?

I heard the other day about a fellow who opened a camera shop on a shoestring, and today he's a big heel.

Any photographer can be a rich man. All he needs is to make money faster than the family can spend it.

A fool and his money are some party.

Hard times are sure coming back. First it was holes in men's socks, then no toes in women's shoes, and now no heels.

Soon there will be a shortage of paper. They'll need it to make shoes for soldiers.

There are lots of people eating oleomargarine who have seen butter days.

Some men can't keep their hair and others can't keep their money.

Early to bed and early to rise may make a man healthy, but if he expects to be wealthy and wise he must do a lot of hustling between snoozes.

There was a young miss from St. Joe.
Whose face would make watches go slow.
But nobody saw.
Any facial flaw.
For she had an abundance of dough.

All work and no play makes jack. That's the only reason why I work.

—JERRY.

A. K. DILDILIAN

Complete Art and Negative Alteration Service

339 NORIEGA ST. SAN FRANCISCO
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Photographers

Write for 1939 Catalog and price list, genuine oil portraits—pastels, or rebuilt damaged portraits.

Convex glass and portrait frames.

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EXPERT AIRBRUSH ARTIST
Highest Quality Work Only

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STERLING TANK OUTFITS

SAVE overhead and operating expense. That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output. Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



2 SIZES 12, 19 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE COMPACT DURABLE EFFICIENT

The best by test.

FINISHING EQUIPMENT

Tanks
Printers
Washers
Enlargers
Accessories

SOLD ON EASY BUDGET TERMS
Your transactions are entirely with us.

HIRSCH & KAYE

Distributors

Success Patterns

SOME years ago one of the most popular magazines published in this country was called "Success". It was edited by an able writer, Orison Swett Marden, who also wrote books of an inspirational nature, all preaching the gospel of faithful performance, and earnest endeavor and devotion to one's job. Both the magazine and the books dealt mainly with the life stories of men who had attained the higher places in the business and industrial world. This type of writing had great vogue and undoubtedly did much good, like most of the plain, homely ways of expressing life so common at that time.

Looking back, one is inclined to feel that something of value lay in the simple faith with which people then accepted the habit patterns of business and industrial leaders. What mattered it if some of these early "success" stories were overdrawn and the subjects of them made to appear angelical in their strivings. They set wholesome examples and encouraged worthy habits.

Indeed, it may be that many of the social and economic ills of our present day could be traced to the different attitude men and women now have toward the work they do, and towards those who employ them to do it. Too often their spirit is one of hopelessness and futility, when it should be just the opposite. A little good, old-fashioned zeal and constructive thinking can do wonders toward making even a common-place, humdrum job produce better returns. Employers everywhere need people who will work intelligently and accurately, and with reasonable dispatch, without feeling oppressed. And, it can well be added, the employer who fails to appreciate and reward that type of faithful service is himself more short-sighted even than the employees who are short-changing him.

James M. Roosevelt, Red Bluff photographer, was in San Francisco for several days on a combined business and pleasure trip. He felt at ease during his absence from the studio, knowing that under Mrs. Roosevelt's capable direction he had no cause to worry.

* * *

Twice a year **Oliver Gross** of Gross mountings flies to the Coast to discuss the mount situation and to bring samples of new styles for our salesmen. This time Mr. Gross was received with really warm weather, justifying his Palm Beach suit. He was able to take out enough time to enjoy a visit to Treasure Island.

* * *

The **Powell Studio** in Hanford has been thoroughly rearranged and with the new cases and display facilities, both Studio and Camera Shop show a great change. It may be a coincidence but Mr. Powell reports that business is good.

* * *

E. M. Hammond of Porterville spent the week-end in San Francisco to see the Fair and visit his daughter who is a resident of San Francisco.

* * *

B. F. Goodrich of Yreka was in San Francisco to select an additional printer. Mr. Goodrich is a member of the City's Council and is active in the American Legion and civic affairs throughout the county.

* * *

Mr. and Mrs. James McK. Wright of Chicago were among our Exposition visitors and office callers.

* * *

Mr. Nielsen of the Freeman Art Studio in Eureka called on us for the first time in several years. He and Mr. Wolf have known each other for many years, entirely aside from their photographic work.

* * *

We see **Mr. E. W. Hill** of Richmond quite often these days. The Bay Bridge has made it quite easy.

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering
Description and illustration of any article gladly sent on request.

Sterling 17-gallon Tank Outfit, consisting of water jacket and one tank for developer and one suitable for hypo. Looks like new.

A Real Bargain at.....$45.00

5x7 Eastman Auto-Focus Enlarger with 7½-inch Kodak F4.5 projection lens and paper holder.

Bargain Price $98.50

Hauff Amidol

$6.50 .....per lb.

Hauff Glycin

40 cents an ounce or
$1.25 a quarter lb. bottle

Keystone A81, 16 m/m Projector with 750-watt lamp. Excellent condition.

Bargain Price $49.50

Simplex Pockette 16 m/m Movie Camera with F3.5 lens and case. Uses magazine type film.

Bargain Price $18.50

Filmo 70A Camera with F3.5 Cooke lens and case.

Bargain Price $52.50

3¼x4¼ Auto-Graflex with 7½-inch lens and pack adapter. Fine condition.

Bargain Prcie $85.00

Spencer Model D Delineascope for projecting 3¼x4 slides. Fitted with 500-watt lamp and supplied with case.

Bargain Price $35.00

ROC Retouching Desk

A Bargain at.....$4.50

Vakagraph Border Printer. Equipped with entirely new masks of #2 design and rebuilt. Includes numbering device.

Bargain Price $48.50

Posing Chair with adjustable seat and back.

Bargain Price $4.75

7½x48-inch Panoram Print Frame with glass.

Bargain Price $4.50

7x36 Panoram Print Frame with glass.

Bargain Price $3.50

8x20 Korona Panoram Camera with three film holders. Cannot be distinguished from new equipment.

Bargain Price $65.00

Johnson Ceiling Ventlight for 1000 or 1500-watt Mazda Lamps. Popular in many studios.

Bargain Price $16.50

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering
Description and illustration of any article gladly sent on request.

Argus A Camera with F4.5 lens. Good condition.

Bargain Price **$6.50**

Eastman Ventilating Fan and Motor. A darkroom ventilator in fine condition.

Bargain Price **$8.95**

8x10 #2 Century View Camera with 29-inch leather bellows, including case and one film holder.

Bargain Price **$27.50**

Kodak Amateur Printer. Looks like new.

Bargain Price **$10.50**

Art Reeves 10-foot Aluminum Stand with cross arm and two 11½-inch reflectors.

Bargain Price **$29.50**

Mendelsohn Universal Synchronizer for Leica Camera. Condition like new.

Bargain Price **$16.50**

Ansco 8x10 Printer with 8½x 10-1/16 opening. Includes five sockets and Ruby Lamp and is a professional type printer without adjustable masks.

Bargain Price **$32.50**

Beattie Converted Maxipan Lamp on Studio Stand, designed for two #4 Photoflood or Movieflood Lamps. 1500-watt Mazda lamps can be used if preferred. Good condition.

Bargain Price **$89.50**

Sun-Ray #40 Studio Lamp and Stand. A very fine outfit designed for two #4 Photoflood Lamps.

Bargain Price **$35.00**

Majestic Spotlight with 4½-inch condenser and folding stand.

Bargain Price **$16.50**

18-inch Paper Cutter. Looks like new.

Bargain Price **$13.50**

16x20x6 Sterling Hypo Tank in fine condition.

Bargain Price **$8.50**

18-inch Horseshoe Wringer.

A Bargain at **$8.50**

Combination Tripod for 8x10 View Camera. Has 6½-inch head and may be extended to 56 inches.

Bargain Price **$4.95**

Sliding Two-Section Tripod made of oak. Has 6-inch head and 56-inch height.

Bargain Price **$3.50**

Pair of **14-inch Condensers** in modern book mount. Lenses are in excellent condition.

Bargain Price **$60.00**

Pair of **12-inch Condensers** in book mount.

A Bargain at **$29.50**

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering
Description and illustration of any article gladly sent on request.

Professional Model Home Portrait and View Camera in 5x7 size. Has 15-inch bellows and 5¼-inch lens board. No case, but includes a film holder.

Bargain Price $16.50

5x7 View Camera with 22-inch leather bellows with case and one film holder.

Bargain Price $29.50

Case for storage and carrying 100 3¼x4 Lantern Slides.

Bargain Price $3.50

8x10 to 5x7 Reducing Back for Studio or View Camera. Fine condition.

Bargain Price $9.50

5x7 Dallon Metal Tank with capacity of six films in rack.

Bargain Price $7.50

Four-inch #6 Packard Studio Shutter for bulb or instantaneous pictures. Complete with bulb and tube at

Bargain Price of $5.50

4½-inch #6 Packard Shutter with bulb and tube.

Bargain Price $6.50

Semi-Centennial Studio Stand for 8x10 or 11x14 cameras.

Bargain Price $39.50

Sun-Ray 11x14 All-Metal Enlarging Easel. Looks like new.

Bargain Price $6.50

Mergon 8x10 Cold Enlarging Lamp and resistance. Will fit Elwood and similar enlargers.

Bargain Price $18.50

16x20 Heavy Print Frame with glass.

Bargain Price $6.00

14x17 Heavy Print Frame with glass.

Bargain Price $5.00

Baby Posing Stool.

Bargain Price $2.95

Pair of **12-inch Condensers** in book mount.

Bargain Price $29.50

Testrite #10 Reflector of 11-inch diameter. Includes folding stand and is designed for #4 Photoflood or 1000-watt T-20 Lamp.

Bargain Price $7.50

BOOKS

A bargain list of books has been prepared and a copy will gladly be sent on request. This list contains many subjects.

LENSES

A revised copy of our bargain list of lenses is now available and will be sent on request.



Quality That Sells

VITAVA OPAL'S emulsion richness, warmth of tone, and fine gradation of light values, give the enlargement a quality equalled only by the finest contact print. That's why Opal makes larger sales and greater profits. There are fourteen attractive Opal grades to choose from. Eastman Kodak Company, Rochester, N. Y.

VITAVA OPAL PAPER

FOR ENLARGEMENTS OF CONTACT PRINT QUALITY



EASTMAN

DECKLE-EDGE TRIMMER

THIS modern trimmer, of new design and con
struction, produces deckle edges on either single o
double weight prints up to 10 inches. As will b
seen by the illustration, the handle acts as a leve
rotating a semicylindrical cutting blade. Teeth o
this blade are machined to mesh with a plate on th
base, producing a shearing action which cuts a clea
deckle edge. A transparent trimming gauge is rule
for wide or narrow margins. The price is $30, a
your dealer's.

EASTMAN KODAK COMPANY, Rochester, N. Y

THE

FOCUS

Published Monthly in the Interests of Professional Photography

VOL. XVI AUGUST, 1940 No. 8



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SAN FRANCISCO



Photograph
LAMBERT

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VELOUR BLACK PROJECTION PRINTS stand out by exceptional tonal crispness, notably free of "haze" or "smoke"; by the rich quality of their blacks . . . And a higher average of successful projection print-making is assured through Velour Black simplicity.

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Velour Black
for
PRINTS BY PROJECTION

Completely descriptive circular—*"Velour Black Surface Chart"*—sent on request

DEFENDER PHOTO SUPPLY COMPANY, INC

ROCHESTER, N. Y.

THE FOCUS

Prepared and Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE

239 Grant Avenue, San Francisco

The Largest Independently Owned Photo Supply House in the West

VOL. XVI AUGUST, 1940 No. 8

INTRODUCING—



EDWARD PHILLIPS COTTON . . .

Mr. Cotton is a native of San Francisco who is making a name for himself in the southern part of the state. His parents located in San Francisco in 1900, were burned out by the fire of 1906, and moved across the bay to Alameda.

We first hear of him as an enterprising youngster who sold "The Saturday Evening Post" during World War I, at the shipyards. Not merely waiting till asked for a copy, but he sold them to every person he could contact.

His sales efforts reached the attention of the publishers and he was awarded two prizes, a bicycle and a camera. With his new, shiny bicycle, he toured the entire bay area, making pictures of highways and byways, the well known and the unknown places, finding a ready market for many of these pictures with various publications to which he had entree.

While this experience built up a desire to be associated with the publishing industry, an unexpected request changed his future. A sudden demand for a certain picture, from a newspaper, gave him his first press assignment and started hi malong the path of a photographer rather than publisher.

Now he has a studio in Montebello, in southern California, at 117 W. Washington Avenue, established ten years ago. His specialty is baby pictures but he has been recognized in other fields. Recently, he was sent by the Los Angeles Times to a group of islands off the coast of Mexico to photograph bird life and the events of the Western Bird Banding Association. While descending a steep cliff, and laden with equipment, a mature sea gull gave him three distinct wounds on the top of his head. (He dislikes to wear a hat.) But those delightful pictures that were featured in the gravure section are ample condolence and compensation. The expedition was gone from the States three months.

Mr. Cotton is an Odd Fellow, and holds membership in the local Chamber of Commerce and the P.A.A. The garden about his home is one of the local show places, useful and ornamental. His prints are featured at various salons, and his three prize winning Boston Terriers are found at any dog show.

←❖→

Your Job

If your job is just a job, and your only pay your pay,
If you are only of the mob living only for today,
You will likely live as long as the other fellow will,
But you'll seldom find a song as you journey up the hill.
If your job is a joy and your pay the things you do,
If the time that you employ is a pleasure unto you,
Though you walk a heavy road, though you never make a pile,
You will never feel the load, but be happy all the while.



WHEN thousands of leading photographers throughout the country express their preference for Gross Mountings, there must be a good reason for it. It pays them to do so.

To insure the prestige that is so important in your business today, it is necessary that you do not stint in the final clothing of your craftsmanship. Bargain mounts may save a few pennies—but they spell the all-important difference in the dollars of profit results. Dress your photographs in good mountings—They are cheap in the long run.

Write us for illustrated booklet of Gross Mountings if our traveler does not call on you.

THE GROSS PHOTO SUPPLY CO.

MANUFACTURERS TOLEDO, OHIO

Canadian Agents: W. E. Booth Company, Limited, Toronto, and Montreal

The Fifth Column in Business

From an article by H. A. PAUL in *The Photolithographer*

IN AMERICA we inherit the Yankee delight in shrewd bargaining, along with the Anglo-Saxon love for square-dealing. Very often the former has gotten the better of the latter. We plead for the return of fair-play and logic to sound business practice. Only in this way can the ever-tightening stranglehold of costly unemployment and the increasing tax burden be broken.

During these hectic days, there seems at least to be one point upon which our government, legislative and executive, and our business structure, capital and labor, all agree: If we are to be relieved of costly relief burden, if we are to provide gainful occupation for the unemployed, if we are to avoid an immediate recurrent depression—it is absolutely necessary that something like normal price-levels yielding normal profits be restored.

Nevertheless, despite the fact that the seething political-industrial pot has boiled down to this one agreement, many persons in both groups are still heading in the opposite direction—wallowing deeper and deeper into the bottomless morass of under-bidding and under-selling. So long as we as individuals continue in this direction, the nation as a whole will suffer; times will again get worse. When individually we do an about-face to normalcy, collective prosperity will return.

Every time an individual or concern temporarily benefits by a less-than-cost price on some commodity or service purchased, the country at large receives a setback. For each individual or concern that thus profits, many individuals and concerns suffer. Business firms lose their stability; men are forced out of work; and your unemployment problem becomes more costly with resulting high taxes to pay the bill.

We are not concerned so much with the unscrupulous buyer, the bargain bully, the peacetime profiteer who uses his money-power to force the purchase price below cost; or with the cringing seller who will ignominiously stoop to any level to get an order. These undesirables are the small minority, and soon pass out of the picture, victims of their own shady practices.

What concerns us most are the buyers who, drunk with bargaining power, are unknowingly wreaking misery on their fellow-men by their thoughtless activities, and the common price-slasher who decides he is smarter and operates his plant more efficiently than anyone else, but does not know his costs, nor makes any effort to provide himself with knowledge of his costs. These two elements have been the deterrent factors in our return to full re-employment and normal prosperity.

You must bear in mind that to function as a business you are both buyer and seller. You buy the labor necessary to perform the service needed to move your product; you buy the materials and supplies that are necessary to perform the service or prepare the product you hope to sell. Then you become the seller of your product or service. Therefore, your intelligence and fair dealing in buying the items you need to make a saleable product or service is just as important to the welfare and prosperity of the business structure of our country as it is for you to know your costs on the completed product or service and sell it on the basis of a sound profit in order to enable you to insure permanent employment to your employees at a decent wage scale.

The lack of an adequate profit caused by lack of cost knowledge together

(Continued on Page 7)





This new photograph of the Abraham Lincoln room in the White House shows the historic 7-foot bed in which he slept while President. Photo by Harris & Ewing Photographic News S who regularly use Wollensak lenses in their work.

Commercial photographers like this lens. For it combines satisfactory speed, extreme angle, and reserve covering power—all at moderate price.

Suited to work in limited space requiring a short focus lens. The Series IIIa Velostigmat* *f*12.5 covers a 90° angle (100° if used on larger plate with diaphragm stopped down). Good definition at full aperture. Stopped down gives bristling sharpness. Ideal for banquets. See for yourself. Try this fine lens at our risk.

**Reg. U. S. Pat. Off.*

★ WRITE FOR FREE BOOK



WOLLENSAK OPTICAL COMPANY

ROCHESTER, NEW YORK

WOLLENSAK

THE FIFTH COLUMN IN BUSINESS

(Continued from Page 5)

with human greed for volume business running rampant has been the cause of many of our labor difficulties during the past year. With fixed expenses mounting to unheard of heights in the ordinary conduct of business, it is high time that American businesses, large or small, take stock of their buying and selling tactics; otherwise our profit system may be entirely destroyed by our own actions.

If by the common, oft-repeated threat, "The lowest price gets the job," you or any other buyer force the price blindly down below the honest profit to which the producer is entitled, or you as the seller yield to such unworthy demands, you are surely, if unintentionally, lowering the standard of living for others, as well as for yourself. When the lowest price gets the job, without regard to cost or consequences, the income of every man in a specific industry is jeopardized; purchasing power is curtailed; credit is tightened. If you are a price-cutter, you are destroying the confidence and capital which provide gainful and decent employment for those who are striving to retain their self-respect and good citizenship; in short, you are aiding the public enemy.

The misuse of buying power to encourage, force or even permit pricing below cost, must in the end destroy the very income of the individual who abuses that power—so dependent is the welfare of one industry upon that of another. Of course, it goes without saying that prices should be honest, based on actual cost plus a sound profit. On arriving at a true cost, it must not be overlooked that many forms of taxes, federal, state and local, do affect your costs directly, and they must be taken into account in arriving at a complete cost of your service or product.

Our plea is that the purchase be made at the right price, rather than the lowest price; and the right price is very easily determined. While few prices are completely standardized, the modern manufacturer today knows his costs as accurately in one industry as in another, and dependable manufacturers (the only ones with whom you should deal) are usually unhesitant in laying down their costs to the customer.

When you are asked for an estimate, make it plain that you want a reasonable profit, but that at the same time you expect the buyer to receive a fair price based on accurate costs. Such an expression of frankness may startle him, but you will certainly get a price that is right; and what is better, you will have gone a long way toward re-establishing lasting prosperity.

But we all agree that it is the seller, as much as the buyer, who is responsible for the deplorable price situation which is deterring the revitalization of industry. If you, as a member of this group, have cut your prices to the bleeding point in order to get your assumed share of the business even at a loss, you have invited commercial suicide. He who lowers his prices below the level of logic and sanity must invariably seek self-preservation by forcing everyone from whom he buys to come down likewise. One individual or firm cannot force its own prices below a fair profit without forcing every other line of industry, with which it is allied to do the same.

Insist on your rights as an honest member of an honorable craft. People will respect you for it and will reward you by giving you a share of their business. This is the inevitable action that you, we, and everybody else in the world of business must take if normal conditions are to come back and be retained. It must be done as promptly as possible.

CAMERA, TAKE THE STAND!

By Asa S. Herzog, *Member of New York Bar,* and
A. J. Ezickson, *of Times Wide World Photos*

THIS book presents a graphic, vivid account of the part played by the camera in detecting, trapping, catching, identifying and convicting lawbreakers. To illustrate the many ways the camera has been used to bring the criminal to swift justice, the authors present exciting true case-stories, illustrated with the actual photos that were used as evidence on the witness stand.

The book points out how photographs have been used successfully in cases of negligence, assault, malpractice, murder, arson, forgery, and in almost every conceivable type of lawsuit. They have been used for countless purposes: to show how a defendant looked before he grew a mustache, to show Negro ancestry, to prove the genuineness of documents, to show a wreck, a broken leg, wounds, original fingerprints, and for numerous other purposes, too many to itemize.

The authors also explain simply and clearly the latest and most modern methods of crime detection, including the work of the police crime laboratories, the science of fingerprinting, identification of firearms, detection of forgeries, and the use of radiography, X-ray photography, photomicrography, and other photographic devices employed in the detection of crime.

In assembling the authoritative material for this book, the authors had the co-operation of the Federal Bureau of Investigation of the United States Department of Justice, the New York Police Department, the Indiana State Police, the Michigan State Police, and other law enforcement authorities.

Partial Table of Contents

1. PERJURY?
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3. FINGERPRINTS CAN'T LIE!
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5. AT THE SCENE OF THE CRIME
6. THE FATAL SHOT
7. CLUES IN INK
8. CONFESS!
9. THE TRUTH, THE WHOLE TRUTH
10. DEATH ON THE ROAD
11. CLUES IN THE LABORATORY
12. AROUND THE CLOCK WITH THE CAMERA

Price—$3.00 a Copy

Order today from Hirsch & Kaye

Your Headquarters for Identification Equipment and Materials

Look Before You Sell

CAMERA shop owners and retailers of photographic equipment are reminded of a condition which is likely to confront them at any time, and more definitely several months hence. A large percentage of purchasers of cameras, enlargers and accessories is found in that group of young men who are likely to be drafted into Military Service. Some of these are already in service through mobilization of the National Guard.

You will hear a lot about the stimulant to business as a result of our National Preparedness Program and it is our hunch that many of these same young men will want a camera when they enter Military Service in order to record their experiences. On a strictly cash basis these transactions are desirable and should be encouraged, but we warn our readers of another angle which may not be fully appreciated at this time.

There is every indication that the young men in Military Service will be protected against the seizure or foreclosure of real and personal property because of delinquent payments. Therefore, if you sell a camera or enlarger on time payments to a young man in this group, satisfy yourself that all payments will be made on schedule as otherwise you may find that he has the equipment and you will be holding the bag.

←⁂→

Studio For Sale

Ill health compels me to sell one of the most attractive studios in the West and the outstanding success in the community. Equipment and fixtures are modern. Will sell complete studio with furnishings or will sell location, good will and fixtures and remove my equipment. Here is an opportunity better than usual.

Box 2445 THE FOCUS



CALLING ALL FLASH FANS!

Camera fans! How would you like to own an Anniversary Speed Graphic completely equipped with Kalart Lens-Coupled Range Finder, Kalart Master Micromatic Speed Flash and Kalart Sistogun? YOU CAN! That's the FIRST GRAND PRIZE in the Kalart FOURTH ANNUAL SPEED FLASH CONTEST—now under way!

There are 35 valuable merchandise prizes in all—worth more than $500! All you have to do is enter your favorite speed flash pictures in the contest.

So . . . get your entry blank now from your dealer or write direct to Kalart. Entry blank gives full details and contest rules. The contest closes December 31st. You may enter as many prints as you wish. Start shooting now! Get out your camera—and your Kalart Micromatic Speed Flash—and go after one of these prizes! Send for your free Entry Blank now!

The KALART COMPANY Inc.
Dept. 0-8
Taft Bldg., Hollywood, Calif.

KALART
Micromatic
SPEED FLASH

Victor Pocket Flash

THIS is the most compact unit which will possess high enough efficiency to make it suitable for the average run of work which the amateur will undertake to make with Midget Flash Lamps.

A large number of test exposures show that it gives excellent strength and distribution of light and provides sufficient carry of light to give excellent illumination of negatives with a fast film at distances as great as 20 feet when small lens stops are used, and of course, will prove equally satisfactory at shorter distances with much smaller lens stops.

We think the main appeal of this unit it its tie up in compactness with the Midget bulbs themselves. The handle can be instantly removed by simply withdrawing it from the spring grip of the reflector strap, and the handle of the unit can then be slipped in the vest pocket and the reflector easily carried in one side coat pocket.

The unit is fired by pressing with the thumb the lower inverted V end of the spring strap which is attached to the back of the reflector.

The case is nicely finished in polished chromium, the reflector is of highly polished aluminum of substantial gauge, and the back reflector strap of spring nickel silver.

List—$1.00 (without batteries)

New Weston Ciné Meter

WESTON announces a new Master Ciné Exposure Meter . . . Model 720. Built along the same lines as the Model 715 Master Universal, it is truly the last word in flexibility, accuracy, and ease of use.

The new, narrower, "sharp-shooting" acceptance angle confines measurement to the important part of each scene, free from extraneous lighting from foreground, background, or side. This is particularly important for color filming where exposures must be accurate.

The "high light" — "low light" scales provide sensitivity not only sufficient for present high-speed films, but also for much faster films.

The pre-set exposure guide eliminates all manipulation at time of filming.

Here is a meter for Ciné use that you can sell without reservation and assure your customers of the performance required for obtaining professional quality in their color and black and white films. Good quality pictures mean film sales for you.

Price—$24.00

Shopping Is Seeing

Your Store Should Be One Continuous Display

IF YOUR WINDOW LIGHTING IS GOOD, and has attracted many customers into the store, what is the impression they get inside?

Good lighting is definitely a sales booster. Inside the store it helps increase sales by attracting customers to merchandise, and making it possible for them to see its quality, texture and color.

SHOPPERS BUY THROUGH THEIR EYES

Science shows us that we get 87% of our impressions through our eyes—so 87% of your selling problem is that of making it easy for people to see.

Adequate Lighting Takes Care of Normal Eyes. But, unfortunately, 50% of us have defective vision. Seeing is improved when illumination is improved. So when you step up your store lighting you are making more of your customers use their sight to sell themselves.

Definite tests have been made. Here are the results: 1. Shoppers stay longer in a well-lighted store. 2. The dollar value of sales per customer increases. 3. Closer, more accurate inspection of goods cuts down the returns and exchanges. 4. The percentage of repeat orders is higher.

Have High Intensity Lighting Providing a Soft, Even Illumination Throughout the Store to give a cheerful effect.

This means you must have plenty of light.

There must not be glare or dazzle from improperly shaded light sources.

Have Extra Lighting at Counters, Aisle Displays, Wall Displays. Extra light draws attention to the displays.

Add this life and sparkle to displays on counters by using additional light. This can be done inexpensively by using small spotlights, or even by placing an I.E.S. Better Sight Lamp on the counter.

Indirect lighting fixtures give soft, even, easy-to-see-by general light.

Direct lighting adds life and sparkle to merchandise.

Both indirect and direct lighting are needed. Where direct lighting is used, the fixtures should have louvers to keep the glare from the light source out of customer's eyes.

If You Have Two Rows of Counters—one on each side of your store extending down the length of the room, a single row of lighting units down the center aisle will not be sufficient. Customers standing at the counters will throw their own shadows on the counters and merchandise, and cut down the easy seeing.

Eliminate Glare. If you have direct lighting fixtures, or semi-direct lighting units, you may improve the general lighting quality by putting parchment shades over the enclosing globes in order to reduce the brightness to the eye, and direct more of the light to the surface of the counters.

Never Use an Unshaded Bulb! There are many "adapters" now on the market, and very inexpensive ones, too, which can be screwed into any light socket, and making pleasing looking fixtures out of unsightly old drop lights.

Check Your Fixtures. Poor fixtures or inadequate wiring can rob you of light you are paying for.

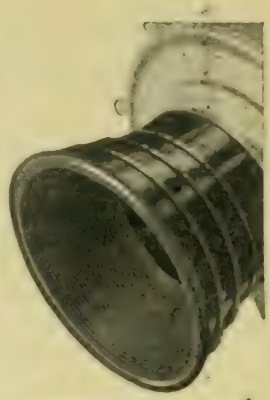
Ceiling and Walls Should be Painted a Light Tint. Light tints reflect light. Dark colors absorb light.

Never Use Indirect Lighting Fixtures with a Dark Ceiling! With the indirect fixture, most of the light is thrown up to the ceiling, diffused, and reflected down. Dark ceilings absorb the light and don't reflect it.

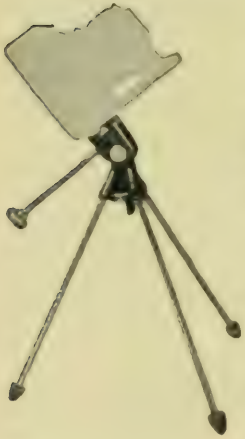
Rubber Shade

A new combination lens shade and filter holder, with flexibility as its keynote, is the KEMPSHADE. It is available in six sizes to fit all lens diameters from 22 m m to 46 m. m. It is designed to hold securely any unmounted glass filter, with a friction grip which snaps easily onto the lens.

No. 1 fits lens 22 to 24 m/m.....25c
No. 2 fits lens 24 to 27 m/m.....30c
No. 3 fits lens 27 to 31 m/m.....35c
No. 4 fits lens 31 to 36 m/m.....40c
No. 5 fits lens 36 to 40 m/m.....45c
No. 6 fits lens 40 to 46 m/m.....50c



Convertible Table Top Tripod



The Convertible Table Top Tripod can be used in two ways. It may be used either as a solid and substantial tripod on any smooth surface, such as a table or desk, or as a tilt top on any tripod. As a table top tripod, the height is 8½ inches. The spread of the three legs is a triangular area, 8 inches on each side. The top may be set anywhere from straight down, through horizontal, to straight up.

The rubber tipped chromium plated legs are readily inserted or removed by means of one screw, which locks a pressure plate against the legs with equal pressure on all. By removing this screw, and the legs, the accessory becomes available for use as a tilt top on any tripod, and then has a height of 2¼ inches. The weight complete is only 8 ounces.

PRICE $4.50

Kaye Pan Tilt Top

A desirable feature of this tripod top is the design of the felt-covered head. Two tripod holes are provided, so that no matter what camera is used, the camera may be balanced on the tripod. The base is 1¾ inches in diameter, while the top measures 2x3¼ inches. The total height is 3¼ inches; the handle is 7 inches long and the weight is 8 ounces.

Smooth operation and tight adjustment is assured by the bronze bearing in the pan base. A slight turn of the handle will lock the tilt at any desired angle. Recommended for both still and movie cameras.



Adjustment of Weston Meters

A CUSTOMER wrote to tell us that on arrival of his meter the needle was not set to rest at zero. This is a condition which may be brought to your attention at any time, for various reasons, and we repeat to our readers a portion of our reply to the customer:

"As to the matter of checking the zero position, the instruments are adjusted at the factory; however, due to jars encountered in transportation and other things, it may become necessary to adjust the pointer to zero in the field. This is done quite simply by covering over the photoelectric cell and tilting the instrument to an angle of approximately 45 degrees, being sure that no light reaches the cell. By means of a screwdriver, the screw that is located between the calculator dial and the indicating scale of the instrument is adjusted until the pointer indicates zero. This adjustment is referred to on page 18 of the instruction booklet." ←⁂→

We Try to Be Helpful

A customer tells us:

"Please find enclosed check in full. May I say that it is always a pleasure to send Hirsch & Kaye money and appreciate the treatment they have given me. Thank you for your courteous reminder note."—H. W.

←⁂→

Long May It Wave!

A San Francisco manufacturer has been producing more than 2,000 American Flags a day since February. This is in response to the greatest demand for flags experienced during the past 20 years. These flags are produced in approximately 30 sizes and two shifts of workmen keep the factory in operation day and night. It may be of interest to mention that this same firm has twice made the Presidential Standard, or flag, which is flown over the White House.

Educational Convention



MR. NORMAN G. SILLER, of our motion picture staff, recently went to Chicago to attend the Bell & Howell Educational Conference. At this conference, attended by leading dealers from all over the country, the use and importance of motion picture equipment in Visual Education was reviewed and the future of the use of this equipment was discussed.

As part of his Eastern trip, Mr. Siller made other calls. He enjoyed a visit to the Pako plant in Minneapolis, where he saw hundreds of rolls of film and thousands of prints handled in a most modern and business-like manner. Immediately adjoining the finishing plant is the manufacturing set-up where famous Pako Printers, Dryers and other Pako products are made. The Pako factory is a real factory. Mr. Harold Derby, brother of our own "Bob" Derby, acted as guide during the tour of the two plants.

A tour of the Kodak plant at Rochester was included. A trip through the new camera works made it quite evident that the American market is becoming more and more free from dependence on European equipment. Unless the new modern camera works is taken over for the production of war equipment, we are justified in our belief that new and popular models of American-made precision instruments will soon appear.

Other incidentals of the trip included a visit with friends in Kentucky, a brief tour of the City of Washington, New York, with a tour of the Fair and a special visit to Eastman's Cavalcade of Color. A stopover at Denver was included in the home-bound route.

A Practical Eye Glass and Lens Cleaner

Are your eye-glasses covered with a misty or foggy substance? Probably, at times, they are. If so, the same conditions may likewise affect your camera lenses and filters. Our optical experts submit this helpful suggestion as to how to keep your lenses clean.

From a cake of glycerin soap, that transparent amber soap you have probably used, cut a small piece, a half-inch square and an inch or more in length. Rub a little on a cloth, and clean the lenses by an application of this cloth. Wipe clean with a clean cloth, and you'll notice a big difference in the condition of the lenses. Use no water or moisture on the cloths.

1940 Kodak Exhibit

The 1940 KODAK EXHIBIT, a comprehensive show of contemporary photography and photographic equipment, will be in San Francisco on October 20, 21 and 22 . . . at the Palace Hotel . . . open from 11 A. M. to 10 P. M. all three days.

The show includes a number of interesting features . . . has been extremely popular . . . and we are confident that this showing will be equally successful. Some highlights of this admission free Exhibit are:

SALON PRINTS . . . A particularly fine group of two hundred examples by leading pictorialists, and a special panel of the work of local camerists.

COLOR PHOTOGRAPHY . . . Striking examples of Kodachrome transparencies and prints made from Kodachrome.

EQUIPMENT . . . A comprehensive display of the latest cameras, equipment and materials, featuring the Kodak Precision Enlarger and a completely equipped Model Darkroom.

SPECIAL PICTURES . . . Interesting and important uses of Eastman Films in microfilming, criminal identification, Hollywood, etc.

ILLUSTRATED TALK . . . At 7:30 P. M. each evening an illustrated talk on "Photographic Fundamentals" with slides on composition, lighting, etc.

COLOR SHOW . . . At 8:00 P. M. each evening, color motion pictures of the Golden Gate and New York Fairs, together with scenes from the "Cavalcade of Color," with the original musical score.

If you desire literature for your customers—ask HIRSCH & KAYE

Another Raven Installation

THE management of the Carthay Circle Theatre in Los Angeles has decided to install a new screen in order to do justice to the quality of some of the newer film releases. After a series of deliberate and scientific tests, Raven Screen material was selected for the installation.

One by one we learn of amusement palaces that are discarding their former screen and replacing it with a Raven. There must be a reason for this which may also explain why we are selling more and more Raven Screens of all kinds.

←❋→

Reel Value

Dealers in amateur motion picture equipment should take notice of the new line of motion picture reels we are now able to supply. We have in mind the Flex Spring Heavy Reel which is made of steel and overcomes one of the disadvantages of the aluminum reel which has a tendency to get squeezed out of alignment. It is only a question of time before this will be the standard form of reel. Notice the assortment of sizes:

200′— 8 m/m reels	$ .30
400′— 8 m/m reels	.55
400′—16 m/m reels	.55
800′—16 m/m reels	2.00
1200′—16 m/m reels	2.75
1600′—16 m/m reels	3.00
1600′—16 m/m reels	3.00

←❋→

The Seely Studio closed recently. As part owner of it, it was my pleasure to have dealings with your organization over a period of about eleven years. In all of the time your people served us efficiently and courteously, whether our orders were large or small. For this I feel I owe all a debt of gratitude, for such cooperation does help a lot to smooth many rough spots in business routine.

—E. M.

Always Glad to Help

THE Order Department was much pleased to receive the following letter from a grateful customer:

"We have a rush order for one G. E. Interval Timer.

"This item is wanted to be presented as a gift and must be here no later than Friday. If you can supply same will you please ship immediately. If by any chance you do not have in stock we will very greatly appreciate your getting one for us or placing the order with someone who could supply it.

"We want to express our appreciation for the cooperation you have given us in similar cases in the past, and to let you know that we can always count on your superior service taking care of us when time is short. —T.S.McK."

←❋→

Stolen Camera

One of our dealers in Southern California reports the loss of a Filmo Model 141-A Camera with 1-inch F2.7 lens. The camera, with number 252369, was stolen from the display in the window. Should this camera be offered to you, please notify Dorman Photo Shop, 1673 Chester Ave., Bakersfield, California.

←❋→

J. H. Stadden of Marshfield, Oregon, made a special trip to San Francisco to inspect modern equipment in actual use. We regret he could not remain long enough to make a real tour of Treasure Island. We wonder if out-of-town photo finishers have handled so many prints of the Fair that they do not get the real thrill when they actually attend.

←❋→

Mrs. Ray H. Clarkson of the Clarkson Sudio in Stockton, spent her vacation in Rhode Island, visiting her family.

"Sussman Mounts Are Paramount"

DREXEL FOLDERS



Perfection Coated Duplex Cover Stock
Rag Stock Insert
Deckled Edges
Slip-in Style
Buff and White Shades

This folder has been especially designed for the customer who demands that the finished photograph be of exceeding simplicity and attractiveness, mounted in folder. The soft tone of the coated-embossed cover stock, neat insert design with plate sinking around it, all lend to an appeal which cannot be denied.

Print Size	*Outside Size*	*List Price per 100*
3 x 4	5 x 7	$6.00
3 x 5	5½ x 8	6.75
4 x 6	6½ x 9¼	8.50
5 x 7	7¼ x 10¾	10.00
7 x 5 Group	9⅛ x 8⅛	10.50
6½ x 8½	9¼ x 12½	13.00
8 x 10	10¾ x 14	15.00
10 x 8 Group	13 x 11⅜	15.00

Manufactured by A. Sussman & Company, Philadelphia, Pa.

KELVIN EASELS

Creation Coated Duplex Cover and Insert Stock
Serrated Edge Underlay Slip-in Style
Gray and Neutral Shades

Strikingly modern in stock and design, most attractively framing photographs, aptly describes the Kelvin easel. In oversized dimensions throughout all the sizes in which it is made, it is a style which once seen, will demand instant attention and produce customer demand for additional pictures.

Print Size	*Outside Size*	*List Price per 100*
3x4	4¾ x 6¾	$6.00
3x5	5⅜ x 7⅝	7.50
4x6	6⅛ x 9	9.00
5x7	7⅛ x 10⅛	10.00

Manufactured by
A. Sussman & Company, Philadelphia, Pa.



Place Your Order Direct With Us

HIRSCH & KAYE

Were We Surprised!



When Fred Sass, our price clerk, reserved two weeks in August for his vacation, we thought it was the usual request for a vacation. When Mr. Hoppis, number one man in the stock rooms, asked for the same two weeks, we thought that was a coincidence.

Imagine our surprise when Jerry received a telegram on August 12 from Mr. Hoppis, from Carson City, telling us that Fred, the confirmed bachelor, had been married that day, he "conveniently" acting as best man. As Jerry said, you could have knocked us over with a handful of Hyporice, for we all took it for granted that Fred was a dyed-in-the-wool bachelor. Not that he could be called a woman hater, for we who knew of his devotion to his mother, developed the greatest respect for him. He joined our staff 23 years ago as an errand boy and today holds one of the most difficult positions in our office.

He is very popular, as was evidenced by the spectacular and possibly noisy reception given to him on his return to work.

And now Mr. Frediani, number two man in the stock rooms, is enjoying his honeymoon. He was married in San Francisco on August 18. Manuel has been with us about six years and has taken a sincere interest in his work, as evidenced by his steady advancement.

The Hirsch & Kaye associates wish the newlyweds all possible happiness, and a honeymoon that will last as long as life itself.

←⁂→

George Hatten, photographer located at Buckeye, Arizona, was a recent visitor in our office.

New Film Ratings

Name	Emulsion Rating Daylight	Emulsion Rating Tungsten
Defender—		
"Arrow Pan"	100	64
Dupont—		
"Superior #1"	24	16
"Superior #2"	50	32
"Superior #3"	100	64

←⁂→

A Vacation Suggestion

UNITED STATES citizens contemplating a visit to Canada this year will encounter no difficulties at border points of entry. No passports are required of United States citizens crossing the border into Canada. There are no wartime restrictions and a premium exists in Canada on U. S. dollars, so that tourists visiting Canada obtain the benefit of favorable rates of exchange.

It is suggested, however, that U. S. citizens proceeding to or returning from Canada have with them sufficient documentary identification so as to satisfy immigration officials as to their citizenship status; for example, an official birth certificate, an affidavit executed by an older blood relative concerning the birth data, automobile driver's license, lodge cards, letters, etc.; for naturalized American citizens the certificate of their own naturalization would suffice, or if citizenship was acquired through naturalization of the parent or parents, such certificate or certificates should be made available in conjunction with an affidavit executed by a parent concerning the existing relationship as well as the place and date of the child's birth.

←⁂→

It was a pleasure to greet **Mr. and Mrs. Thomas H. Lamm** during their brief visit to San Francisco. The Lamm Studio is located in Ventura.

* * *

Mr. H. H. Platt of Redding made a special trip to San Francisco to purchase supplies for future use.



ARKAY
PRINT DRYERS

Notice the many outstanding features of the ARKAY *Photo-Dry* Print Dryer:

1. Heavy Chromium-plated Steel Platens which heat evenly by radiation over their entire areas.
2. Washable, pre-shrunk, canvas-duck apron is easily and quickly removed for washing by withdrawing rods. No tools whatsoever are required.
3. All-steel WELDED body, finished in seal-brown, baked, ripple enamel outside; aluminum enamel inside.
4. Automatic take-up for apron tension, never needs adjusting.
5. Hinged apron support, keeps apron out of the way when loading or unloading dryer.
6. Handy drawer for storage of ferro plates.
7. Efficient THERMOSTATICALLY controlled heating elements, long-lived for heavy duty. Thermostat is sensitive silver contact type, *for AC current only*.
8. Underwriters approved electric cord.

MODEL P-17

Platen Area ..... 14⅛x19½ inches
Base ..... 16½x21¾ inches
Height (table to platen) ..... 6 inches
Size of Drawer ..... 14½x19¾x1 inches
Shipping Weight ..... approx. 26 lbs.
Uses 12x17 inch Chrome Ferro Plate
Voltage ..... 110 AC. Watts: 465

Price $16.25

No. 17-T Table, extra $9.50

MODEL P-20

Platen Area ..... 16¼x22½ inches
Base ..... 18¼x24¾ inches
Height (table to platen) ..... 7 inches
Size of Drawer ..... 15¾x23x1 inches
Shipping Weight ..... Approx. 39 lbs.
Uses 14x20 inch Chrome Ferro Plate
Voltage ..... 110 AC. Watts: 575

Price $26.75

No. 20-T Table, extra $11.95

MODEL P-14

Platen Area ..... 12¼x16¼ inches
Base ..... 14⅛x18 inches
Height (table to platen) ..... 5¼ inches
Size of Drawer ..... 11½x16¾x1 inches
Shipping Weight ..... Approx. 15½ lbs.
Uses 10x14 or 11x15 inch Chrome Ferro Plate
Voltage ..... 110 AC. Watts: 275

Price $12.95

No. 17-T Table, extra $9.50

MODEL P-24

Platen Area ..... 19¾x27 inches
Base ..... 21¾x29¼ inches
Height (table to platen) ..... 7¼ inches
Size of Drawer ..... 19½x27½x1⅛ inches
Shipping Weight ..... Approx. 64 lbs.
Uses 18x24 inch Chrome Ferro Plate
Voltage ..... 110 AC. Watts: 625

Price $41.75

No. 24-T Table, extra $14.50

Ferrotype plates not included in these low prices.

GOLD BLEND





GIVES YOU . . .
AN ASTONISHING RANGE OF TONES

"GOLBLEND" was developed several years ago by The Gross Photo Supply Company. Since the company is primarily a manufacturer of Photo Mounts, no attempt was made at an exploitation of "GOLBLEND". The product was put in the hands of many of their photographer customers and left to failure or success based on its own merit.

To their gratification, one after another of those to whom a sample of "GOLBLEND" was first given, began to request additional supplies, until by far the majority became regular users.

Only then did the Gross Company decide to offer it to the entire market through normal channels of distribution. Buy "GOLBLEND" with confidence for it has been successfully used by prominent workers for several years with results of uniform satisfaction.

"GOLBLEND" Concentrated Solution for practically all D. O. Papers (other than Bromide). It is a thoroughly tested, economical preparation which will produce an astonishing range of tones with one single toning —from a slight "gold-tone" warmth to rich brown, without loss of gradation in any part of the scale.

"GOLBLEND" offers opportunity for the photographer to express individuality in print effects, such as was not possible with the old methods. A fascinating field is open here.

The range of tones is limitless, and, after desired effect is attained and standardized, the worker may depend upon uniform results. A pleasing absence of yellows and dull browns will be noted.

Price—2-ounce bottle, $1.00

←⁘→

Old Rodeo Rider

Jay Harding, Santa Paula photographer who has been taking pictures of Fiesta Ranchera and Rodeo committee heads and the queen and princess candidates, is no stranger to bucking horses.

Harding has the distinction of being a contestant in the first Frontier Days rodeo at Cheyenne, Wyo., 44 years ago. Born in New York, he went to Wyoming with his family when he was six years old and rode the range until he was 16. The Harding place was "135 miles from nowhere", the nearest town being Cheyenne.

In that first rodeo, the future photographer placed third, just out of the money. It was the only one he ever entered, but for his part in helping start the rodeo he receives every year a souvenir of the celebration from the Cheyenne chamber of commerce. Last week he received the 1940 souvenir—a pink silk cowboy kerchief. He hasn't ridden a horse for 35 years.

Harding did his range riding in the old Indian days.

THE SUPERIORITY OF

BRADLEY CARD AND PAPER CUTTERS

IS OBVIOUS BY COMPARISON

The Blade

BRADLEY CUTTER BLADES combine two separate units—the handle and the cutting knife. The knife is held firmly in the handle by screws, and is easily detached for sharpening or for replacement by a new knife when, in the course of years, the original is ground down to the handle frame. The cutting blade is bright steel made especially for this purpose, of a temper to insure long life to its cutting edge, and give maximum satisfaction. The knife may be sharpened many times by grinding, when dulled by ordinary usage, and still retain a perfect cutting edge.

The Joint

This is an important part of the cutter, for upon its adjustment and construction depend the proper cutting action of the blades.

THE BRADLEY CUTTER JOINT is constructed with a roller ball bearing which runs in a groove in the stationary section of the joint attached to the cutter table. This gives a rolling contact, insuring smoothness and ease of operation. It is adjustable from the outside by simply turning a set nut. The tension is controlled by a coil spring and nut adjustment on the end of the steel stud which passes through the socket and forms the hinge.

THE NEW GRADUATED RULER STOP-GAUGE, marked with the 1/16-inch graduations, is lacquered a rich cream color with sharply defined black lines, easy to read in any light.

DARK GREEN IN COLOR, this Surfite facing is easy on the eyes, pleasing to the sight. It is divided into ½-inch squares, with inlaid markings of white lines cut into the green surface, providing a perfect and clear-cut gauge at any point on the board.

THE AUTO-LIFT BLADE HANDLES are finished in aluminum enamel, baked on, which gives a smooth touch, prevents rust, and will not chip nor rub. Blades are of bright steel, properly tempered to retain a keen cutting edge. All of the six cutters are equipped with the auto-lift device which holds the handle in an upraised position ready for instant use.

THE NEW COLOR SCHEME of Green, Cream and Aluminum is an attractive innovation in card cutters, with an eye appeal beyond any finish before used on instruments of this kind. It adds new beauty to the mechanical perfection found only in Bradley cutters, and is harmonious with any environment of office, studio, school or home.

6-inch DIAMOND	$2.50	15-inch POPULAR	$11.00
8-inch DANDY	3.00	24-inch MANUFACTURER	70.00
10-inch STUDIO	3.75	24-inch SPRINGFIELD	27.50
12-inch MONARCH	6.00	30½-inch HAMPDEN	60.00

Detailed catalog sent on request

When A Photographer Buys Or Sells His Business

By Charles R. Rosenberg, Jr.

THE buying or selling of a studio *seems* like a very simple affair, once the price is agreed on. The new man pays his money. The old man leaves. The new man steps in and takes possession of the place and its contents.

The transfer of a photographer's business, unfortunately, is not quite so easy as that. Actually, a photographer concerned in such a transaction must be sharply alert to forestall the possibilities of loss and trouble that lurk in the sale of a going business.

Foremost in the legal aspects of the sale of a photographer's business is the jealousy of the law to see to it that ample protection is given to the creditors of the photographer who is selling out. Realistically, the law figures that a man scheming to evade his obligations could sell out his business, pocket the proceeds, and be a thousand miles away before his creditors knew anything about it.

To prevent such a result, the law in all States undertakes to protect creditors by imposing certain requirements to be observed when a business is sold. If those requirements are not met and creditors are defrauded as a result, the loss ordinarily falls on the *buyer* of the business.

The details vary, but basic procedure in the District of Columbia and all but three States is that the buyer of the business must obtain from the seller a sworn list of the seller's creditors, with addresses and amounts owing. Then the buyer sends to each creditor, usually by registered mail, a notice setting forth that he will buy the business on a certain date and, in some States, a list of the items being bought and the prices being paid for them. This notice must be given anywhere from five to ten days before the date on which the buyer expects to pay the money and take over, according to the law of the particular State. Arizona, California and Washington require that notice of the sale of a going business be filed or recorded in the office of a specified public official a stipulated number of days prior to the date of closing the deal.

If the required procedure is not followed and if as a result creditors remain unpaid, the creditors may thereafter proceed against the buyer on the ground that, so far as the goods received from the seller are concerned, the buyer is a "trustee" or "receiver" for the seller's creditors.

Where the amount being paid for the business is not enough to pay the seller's creditors in full, one of several possible arrangements may be worked out, depending on circumstances and the law of the particular State. The creditors may give releases in full upon payment of an agreed-upon percentage of their claims. Or they may accept part payment at the time of sale and agree that the new owner is to pay their balances within a specified time. If they receive nothing at the time of sale, they may accept the new owner's agreement to pay them in full within a certain time. Any such arrangement should be put into a carefully drawn agreement between the seller, the buyer and the creditors.

Many sales of photographic businesses involve the transfer of fixtures and equipment being bought on in-

(Continued on Page 23)

The SPORTSMAN TRIPOD

HIGH QUALITY FEATURES—POPULARLY PRICED



Features and Specifications

- Extremely sturdy.
- Extends to 57 inches.
- Closes to 34 inches.
- Weight, with Head, only 3½ lbs.
- Made of hard birdseye maple, finished in natural color lacquer.
- All metal parts are die cast buffed to a bright finish.
- Pan-tilt head has smooth operating full 360 degree "pan," with a positive knurled screw lock. 180 degree tilt has handle lock. Handle is 7 inches long, ideal when used with the average cine camera.
- Legs have non-marring rubber tips.
- If desired the tripod may be used without the pan-tilt head since the tripod has a camera screw of its own.

PRICES

Complete with Sportsman Pan-Tilt Head	$7.25
Sportsman Tripod (Separately)	$4.25
Sportsman Pan-Tilt Head (Separately)	$3.00

Dealer orders invited.
Write for literature descriptive of tripods, tripod tops, and other accessories

Novel New Use For Hypo

California ships head lettuce to eastern cities all year round.

Very often, the butts turn pink or brown in transit. Nobody as yet knows why—some say oxidation, some blame bacteria.

The lettuce is not made unwholesome, but the appearance hampers marketing, and shippers of 50,000 cars a year have sought a preventive.

Now, it has been found that a pad of blotting paper, saturated with a 15 per cent solution of photographer's hypo, keeps the lettuce butts white and fresh. The hypo is harmless.

Buying or Selling

(Continued from Page 21)

stallment payments which may not be fully paid up. Installment sales are usually made under one of these three legal arrangements: bailment lease, conditional sale, or chattel mortgage. If at the time the new man buys the business, the old photographer is in default on his installment contracts—that is, if he is not paid up to date, the new owner of the business may suddenly find the equipment repossessed from him. His only safe protection is to get an agreement from the manufacturer or supply house which owns the installment goods setting forth the exact unpaid balance and the terms on which he will be permitted to pay it. This agreement should also provide that when he has paid the balance according to the terms, the chattel mortgage will be satisfied or title transferred to him, as the case may be.

Where the business is operated in a rented building, the seller should assign his leasehold rights to the buyer, and the consent of the landlord should also be obtained in writing. Some leases provide that the tenant cannot assign or otherwise transfer his interest in the lease without the written consent of the landlord.

If the new man is getting the old photographer's accounts receivable as part of the deal, the retiring photographer should execute a written assignment of the accounts to the new man and in addition should sign a notice to each debtor advising that the business has changed hands and that the new owner is now the proper person to whom the debtor should pay his account.

If the business is operated under a fictitious or trade name like "Westside Studio" and is located in a State requiring such names to be registered, the registration by the former owner should be withdrawn and a new registration filed by the new owner.

The sale of the good will of the business implies, equitably, that the former owner will not set up in competition with his successor. To remove all doubt about this, however, the new photographer, as part of the deal, should obtain a written agreement from his predecessor to the effect that the latter will not engage in photography in competition with the new owner on his own account, as an employee or in any other capacity, within a stipulated time or within a specified radius of his former place of business. The time might be for a certain number of years and the radius for a stated number of miles. These limitations as to time and place must be such as are reasonably appropriate to protect the new owner from such competition.

From the seller of the business the buyer should obtain a bill of sale containing a detailed inventory of stock, supplies, fixtures and equipment being sold, a transfer of the seller's "equity" in the installment goods and contracts and a transfer of the good will of the business. Where desired, the seller should also convey to the buyer the right to use the name under which the business is operated. The use of the name by which the business is known is, in a sense, part of the good will value.

Where the business is incorporated, instead of buying goods, fixtures, supplies and good will, the new owner may buy a majority of the shares of stock in the corporation and thus gain control of the corporation itself. In such a deal, ordinarily, no notice to creditors and others is needed, for the legal rights and liabilities of the corporation simply continue as before. The only difference is that the new man now owns the corporation through stock control.

(The Professional Photographer)

Here Is a Winning Combination to Obtain Child Portrait Business . . . . *Just Right for the Summer Season*



The KINDERGARTEN Folder for the single portrait.

The COMBI-MAT for a pleasing combination of portraits of the children—the COMBI-MAT is ready for framing.

Become acquainted with this combination. Samples of the KINDERGARTEN and the 4x6 COMBI-MAT for 15 cents.

Send for Sample Offer B

EASTMAN KODAK COMPANY

[TAPRELL LOOMIS DIVISION] CHICAGO, ILLINOIS

Jerry's Corner



By Himself

I see the editor has an article on the use of soap on lenses.

He flatters you, with his soft soap. He makes you think he thinks you have a bath tub. Otherwise, what would you do with a piece of soap?

He forgot something. Because he didn't mention it, I'll tell you. We will supply eyeglass and lens cleaning cloths if you will ask (me) for them.

Well, girls—it's too late now. Fred Sass is hitched, spliced, hog-tied and anchored. I'll bet he said "I do" as nonchalantly as he puts 20 per cent on an invoice.

I've always said—the bigger they are, or the longer they wait, the harder they fall.

A groom, if you don't know it, is an accessory found at every wedding.

With Manual married, the only unmarried man left in the stock room is the only Groom we've got, Howard Groom.

Marriage is like eating in a cafeteria. You grab something that looks good and pay later.

Lots of people think otherwise, but the only two who can live as cheap as one are a flea and a dog.

Love at first sight is a great time saver.

I went to a wedding once. It was such a big affair that I got in line twice to kiss the bride, and nobody noticed.

Dearest, he said, after the honeymoon, do you really think I'll be a good mate? You'll do for a mate, she said, now look me over and tell me what you think of your captain.

A man came down to breakfast one morning and said to his wife—I suppose you're good and mad at me because I came home last night with this black eye.

Not at all, she said—you may not remember, but when you came home you didn't have that black eye.

I know a man who says whenever he comes home late his wife gets historical. She reminds him of everything that's happened since she knew him.

Over in India they have a peculiar custom. A man there don't know his bride till after he marries her.

We have something like that in this country.

It's all right, fellows, to be helpful, but when your wife mops up the kitchen floor, don't mop up the floor with her.

—JERRY.

A. K. DILDILIAN

Complete Art and Negative Alteration Service

339 NORIEGA ST. SAN FRANCISCO
OVERLAND 6820

Photographers

Write for 1939 Catalog and price list, genuine oil portraits—pastels, or rebuilt damaged portraits.

Convex glass and portrait frames.

VICTOR PORTRAIT COMPANY
752 - 13TH STREET, OAKLAND, CALIF.

Retouching - Etching - Coloring

10 Years Experience

PROMPT SERVICE

MRS. ROSE GUY
1846 - 27th Avenue San Francisco
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H. S. JOHNSON

EXPERT AIRBRUSH ARTIST
Highest Quality Work Only

532 - 16TH STREET, OAKLAND
Studio TEmplebar 1532
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STERLING TANK OUTFITS

SAVE overhead and operating expense. That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output. Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



2 SIZES
12, 19 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
COMPACT
DURABLE
EFFICIENT

The best by test.

FINISHING EQUIPMENT

Tanks
Printers
Washers
Enlargers
Accessories

SOLD ON EASY BUDGET TERMS
Your transactions are entirely with us.

HIRSCH & KAYE

Distributors

We Were There

THE annual convention of the National Photo Dealers Association and the Photographers Association of America, is now a matter of history. Held as a joint convention of two associations, but with each having time and space for their own activities, the affair will long be remembered as the perfect convention. There is an actual record of more than 4500 badges having been distributed, which by no means indicates the actual attendance.

The firm of Hirsch & Kaye was well represented and took an active part in proceedings. The firm was represented by Mr. George A. Dolan, president; Mr. William Wolff, sales manager, and Mr. Don LaGrange, San Francisco district salesman. Mr. L. M. Kaye, founder of the business, was awarded an honorary life membership in the National Photo Dealers Association, in recognition of a continued high standard of ethics and business practice. Mr. Louis C. Magnus was elected secretary of the National Photo Dealers Association.

Yes, we were there, and were glad to do our bit at the convention—just as we have always tried to constructively contribute to similar affairs in the past.

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering
Description and illustration of any article gladly sent on request.

8x10 Eastman Home Portrait Camera with 20-inch leather bellows and 2½-inch #6 Packard Shutter. Provided with suitable case and one film holder.

Bargain Price **$37.50**

4x5 R.B. Auto Graflex fitted with 6½x8½ B & L F4.5 Tessar Lens and one film holder.

Bargain Price **$95.00**
Terms if desired

8x10 to 5x7 Reducing Back for Eastman View Camera. Excellent condition.

Bargain Price **$9.50**

11x14 Crown Printer #2. This is a popular model of professional type printer. Platen operated by hand, with provision for masking and vignetting. Looks like new.

Bargain Price **$59.50**

3¼x4¼ Korona View Camera with 15-inch bellows, one film holder. Looks like new.

Bargain Price **$30.00**

BARRE ADJUSTABLE SQUARE SCREEN HOLDER

Designed for use with square filters of any make or for the Barre Adjustable Foreground Filter. The filter or screen is securely held in place by springs and the foreground filter can be moved up or down within the holder, to conform to the picture. A revolving ring, operated by an outside lever, permits instantaneous fitting of the holder to any lens hood, the size of the holder down to within ⅝ the size of the filter.

1¼ inch	$ .50
1¾ inch	.50
2⅜ inch	.65
3½ inch	.75
4¾ inch	.85
2 inch	.65
3 inch	.75

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering
Description and illustration of any article gladly sent on request.

BARGAINS IN MOTION PICTURE SCREENS

These are table model screens.

QRS Beaded Screen, 32x37.....**$2.00**

Radiant Beaded Screen,
30x40 ..... **$2.95**

Arrow Beaded Screen,
30x40 ..... **$11.75**

Da-Lite Beaded Screen,
30x40 ..... **$10.00**

5x7 View Camera with 22-inch bellows. Case and two film holders.

Bargain Price **$29.50**

Hauff Amidol

$6.50 ..... per lb.

Hauff Glycin

40 cents an ounce or
$1.25 a quarter lb. bottle

Keystone A81, 16 m/m Projector with 750-watt lamp. Excellent condition.

Bargain Price **$49.50**

Simplex Pockette 16 m/m Movie Camera with F3.5 lens and case. Uses magazine type film.

Bargain Price **$18.50**

Filmo 70A Camera with F3.5 Cooke lens and case.

Bargain Price **$52.50**

3¼x4¼ Auto-Graflex with 7½-inch lens and pack adapter. Fine condition.

Bargain Price **$85.00**

Spencer Model D Delineascope for projecting 3¼x4 slides. Fitted with 500-watt lamp and supplied with case.

Bargain Price **$35.00**

ROC Retouching Desk

A Bargain at **$4.50**

Vakagraph Border Printer. Equipped with entirely new masks of #2 design and rebuilt. Includes numbering device.

Bargain Price **$48.50**

Posing Chair with adjustable seat and back.

Bargain Price **$4.75**

7½x48-inch Panoram Print Frame with glass.

Bargain Price **$4.50**

7x36 Panoram Print Frame with glass.

Bargain Price **$3.50**

8x20 Korona Panoram Camera with three film holders. Cannot be distinguished from new equipment.

Bargain Price **$65.00**

Johnson Ceiling Ventlight for 1000 or 1500-watt Mazda Lamps. Popular in many studios.

Bargain Price **$16.50**

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering
Description and illustration of any article gladly sent on request.

Argus A Camera with F4.5 lens. Good condition.

Bargain Price **$6.50**

Eastman Ventilating Fan and Motor. A darkroom ventilator in fine condition.

Bargain Price **$8.95**

8x10 #2 Century View Camera with 29-inch leather bellows, including case and one film holder.

Bargain Price **$27.50**

Kodak Amateur Printer. Looks like new.

Bargain Price **$10.50**

Art Reeves 10-foot Aluminum Stand with cross arm and two 11½-inch reflectors.

Bargain Price **$29.50**

Mendelsohn Universal Synchronizer for Leica Camera. Condition like new.

Bargain Price **$16.50**

Ansco 8x10 Printer with 8½x 10-1/16 opening. Includes five sockets and Ruby Lamp and is a professional type printer without adjustable masks.

Bargain Price **$32.50**

Beattie Converted Maxipan Lamp on Studio Stand, designed for two #4 Photoflood or Movieflood Lamps. 1500-watt Mazda lamps can be used if preferred. Good condition.

Bargain Price **$89.50**

Sun-Ray #40 Studio Lamp and Stand. A very fine outfit designed for two #4 Photoflood Lamps.

Bargain Price **$35.00**

Majestic Spotlight with 4½-inch condenser and folding stand.

Bargain Price **$16.50**

18-inch Paper Cutter. Looks like new.

Bargain Price **$13.50**

16x20x6 Sterling Hypo Tank in fine condition.

Bargain Price **$8.50**

Barre Round Filter Holder

This is a cleverly designed threaded metal ring with collar to retain the filter. An adjustable constant tension spring clamp holds the filter holder over the lens. Furnished for filters 2½ inches in diameter.

Holder only, without filters..**75c** each

Pair of **6-inch Condensors** mounted in modern book type mount. Look just like new.

Bargain Price **$8.50**

Pair of **14-inch Condensers** in modern book mount. Lenses are in excellent condition.

Bargain Price **$60.00**

Pair of **12-inch Condensers** in book mount.

A Bargain at **$29.50**

His Opportunity

CHARLES GELB, a Queens Village lad, has had amateur photography thrust upon him—which is about as good a way as any to begin. In fact, this is the way a great many of us started, if truth were told.

You will remember that a few weeks ago two army bombers collided and crashed in Queens Village. Well, Charlie lived nearby and while others were thinking, "How terrible," he was thinking, "Bet I could sell a picture of that—if I had a camera, and knew how to use it."

By the time his active brain reached this point in the procession of logic, his feet were on their way to the nearest drugstore. "Gimme a camera and a roll of film, quick, and show me how to work it," he panted.

In less time than it takes to tell, the druggist, who had seen the crash and didn't need to ask questions, sold Charlie a *Falcon Magni-Vue camera for* $3.98, loaded it for him, and showed him how to snap the shutter and turn the film. Total investment, $4.28.

Back at the scene of the wreck Charlie found the planes blazing briskly and he circled them like an Indian night raider, shooting all 12 frames from various angles. Then he sat back and waited for the press photographers to arrive.

Quick Profits

By the time the news men got there, firemen had extinguished the blaze and torn the wreckage apart in search of bodies, so Charlie had no trouble selling his one roll of exposed film to the highest bidder, subject to its suitability for use, for $100. Later he sold second rights for another $25, netting a profit of $120.72, plus the camera.

Your Opportunity

MAGNI-VUE Reflex Style Camera



NOW $3.50

Designed to make it extremely easy for any person to take good pictures, the "Magni-Vue" introduces an extraordinary new value in low-priced cameras. Its brilliant view-finder enables you to see exactly what you are going to get in your picture—clear and large—and you snap it in that split-second when you have just the scene or facial expression you desire.

This smartly styled new camera is equipped with Twin-Lens Focusing Mount (marked 6 ft., 10 ft., 15 ft., 25 ft. and Infinity) Control Lever for Snapshots or Time Exposures, and Light-Shield (which snaps down neatly when not in use). Body is sturdy Neilite in ebony black, with exposed metal parts tastefully finished in Chrome. Back of Camera opens on hinge, for easy loading with $2\frac{1}{4}$ x $3\frac{1}{4}$ film for 12 pictures, $2\frac{1}{4}$ x $2\frac{1}{4}$.

Guaranteed one year ***Dealer orders invited***



EASTMAN

DECKLE-EDGE TRIMMER

THIS modern trimmer, of new design and construction, produces deckle edges on either single or double weight prints up to 10 inches. As will be seen by the illustration, the handle acts as a lever, rotating a semicylindrical cutting blade. Teeth on this blade are machined to mesh with a plate on the base, producing a shearing action which cuts a clean deckle edge. A transparent trimming gauge is ruled for wide or narrow margins. The price is $30, at your dealer's.

EASTMAN KODAK COMPANY, Rochester, N. Y.



Quality That Sells

VITAVA OPAL'S emulsion richness, warmth of tone, and fine gradation of light values, give the enlargement a quality equalled only by the finest contact print. That's why Opal makes larger sales and greater profits. There are fourteen attractive Opal grades to choose from. Eastman Kodak Company, Rochester, N. Y.

VITAVA OPAL PAPER

FOR ENLARGEMENTS OF CONTACT PRINT QUALITY

THE

FOCUS

Published Monthly in the Interests of Professional Photography

VOL. XVI SEPTEMBER, 1940 No. 9



WITHDRAWN
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Published by

HIRSCH & KAYE

SAN FRANCISCO



Photograph
LAMBERT

Reproduced from a VELOUR BLACK *print*

VELOUR BLACK PROJECTION PRINTS stand out by exceptional tonal crispness, notably free of "haze" or "smoke"; by the rich quality of their blacks . . . And a higher average of successful projection print-making is assured through Velour Black simplicity.

VELOUR BLACK is produced in a rich variety of paper surfaces, including five made for bromoil. There are film-base specials—Adina—Ivora—Duvinex—and a genuine fabric, Velour Black Canvas.

DEFENDER *Velour Black* for PRINTS BY PROJECTION

Completely descriptive circular—*"Velour Black Surface Chart"*—sent on request

DEFENDER PHOTO SUPPLY COMPANY, IN

ROCHESTER, N. Y.

THE FOCUS

Prepared and Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE

239 Grant Avenue, San Francisco

The Largest Independently Owned Photo Supply House in the West

VOL. XVI SEPTEMBER, 1940 No. 9

What is Success?

What is your idea of success? Is it money? Yes, admit it, most of you. We all want money, but if success really were millions of money how many of us would be successful?

An honest effort, regardless of results, is success. Seeming defeats are often life's greatest victories. It is all in your adjustment.

The world's greatest woman swimmer and skater began as a cripple.

Get what money you can, but in getting it, define real success for yourself as something very much higher.

Success requires more than ambition. It requires the will and desire to succeed, backed by intelligently directed effort.

←⁂→

A Safe Plan

You can't go wrong in this:
When you discern
In someone's work or life a clever turn
Or worthy deed, go to him and declare
Your feelings on the subject, then and there.
Don't sit around and whisper,
"That is good!"
Go say it—make your pleasure understood.
Your word of approbation oft may come
When with discouragement his heart is numb.

Be not afraid you'll make the fellow vain.
If in his skull reside a trace of brain,
He knows enough that others cannot know
About his weaknesses, to dull the glow
Of vaunting pride within him.
So your word
Of cheer will come as song of springtime bird
To winter-sick humanity; and he
Will thank his God for you, on bended knee.

Go to the worker, praise him as it seems
To you he has deserved.
And then his dreams
Will grow more tangible.
His strengthened hand
Take on the touch of those who understand
Themselves and their full power.
He will grow
As ne'er he could have grown had you been slow
In voicing your approval.
Shout the song
Of praise you think deserved—you can't go wrong!

—*Strickland Gillilan.*

←⁂→

The chief difference between a wise man and an ignorant one is, not that the first is acquainted with regions invisible to the second, away from common sight and interest, but that he understands the common things which the second only sees.—*Starr King.*

←⁂→

Rome endured as long as there were Romans. America will endure as long as we remain American in spirit and in thought.—*David Starr Jordan.*



FROM year to year the quality of your photographs may not vary greatly. It is the constant change in mounting styles that convinces your customers that you are keeping up-to-date.

Gross Mountings are outstanding because they're modern to the minute, because they represent real as well as visual value and because they are so designed that your public will choose them in preference to others.

Resplendent styles, values beyond their price—Gross Mountings capture popular imagination. They bring prestige to the photographer.

THE GROSS PHOTO SUPPLY CO.

MANUFACTURERS TOLEDO, OHIO

Canadian Agents: W. E. Booth Company, Limited, Toronto, and Montreal

Photographic Annuals

The American Annual of Photography, 1941

The only American yearbook of general appeal. The pictorial, technical, theoretical and practical sides of photography have all been thoroughly treated by competent writers. More than one hundred illustrations, showing the trend of the times in pictorial and illustrative photography, were chosen from thousands of prints gathered from the four corners of the world. The usual formulary and lists of photographers and camera clubs will be included.

$1.50 paper; $2.25 cloth.

The British Journal Photograpic Almanac, 1941

As necessary as the morning newspaper and as up-to-the-minute in its photographic news. An indispensable item on every photographer's darkroom shelf. The "B. J." is used as a daily reference for many problems which would otherwise stump, not only the amateur, but professional also.

$1.25 paper; $1.75 cloth.

Photograms of the Year, 1941

The oldest and most famous of the pictorial annuals. Through its tradition of dignity and conservatism, it still maintains first place as a guide to the year's progress in real photographic art.

$2.50 paper; $3.50 cloth.

U. S. Camera, 1941

This annual will be issued in two volumes this year. The first will contain many feature articles, plus three times the quantity of color pictures that it has had previously; the second volume will contain individual "Best" pictures.

$4.85 Two volumes boxed; Pre-publication price, $4.50.

The Year's Photography, 1940-41

The best pictures from the R.P.S. Exhibition, which is recognized as one of the leading salons of the world.

$1.25 paper.

Modern Photography, 1940-41

An English pictorial annual, which sponsors to some extent the *f*:64 group. Well-reproduced pictures, including many in color.

$2.50 paper; $3.50 cloth.

Universal Photo Almanac and Market Guide, 1941

284 pages of articles, pictures and formulas contributed by many of America's photographic experts. The Market Guide is perhaps this book's most noted feature, as this is found in no other annual. Hundreds of markets which have been carefully revised and checked, help you sell your pictures.

$1.00 paper.

A COMPLETE SET OF LENSES . . .

ALL IN ONE



SPEED, flatness of field and fine anastigmat correction make the Wollensak Velostigmat* an excellent all-purpose lens. Unusually good results with action shots, groups, home portraits, copying and enlarging. Produces brilliant, detailed negatives sharp to the edge. Various focal lengths.

*Reg. U. S. Pat. Off.



★ **FOR ACTION SHOTS**
Speed of *f*4.5 yields sharp, clear action shots, even indoors and on dull days.

★ **FOR GROUP PHOTOS**
Anastigmatic correction and flat field assure group shots of detail and brilliance.





★ **FOR HOME PORTRAITS**
True perspective, moderate focal length and speed produce excellent portraits in small rooms.

★ **FOR COPYING**
Fine optical correction registers details faithfully, guarantees excellent copying with this Velostigmat.*





★ **FOR ENLARGING**
Speed and fidelity to detail give you surprisingly short exposures in making enlargements.

★ *Write for LITERATURE!*

WOLLENSAK OPTICAL COMPANY

ROCHESTER, N. Y.

WOLLENSAK

Why Flash Bulbs Require Careful Handling

PHOTOFLASH lamps contain oxygen that is sealed in the bulbs at carefully measured pressures that vary from about a quarter to more than three quarters of an atmosphere depending on the size and type of lamp. In every case more oxygen is used than is required to support the combustion of the foil or wire. This insures complete consumption of the combustible material.

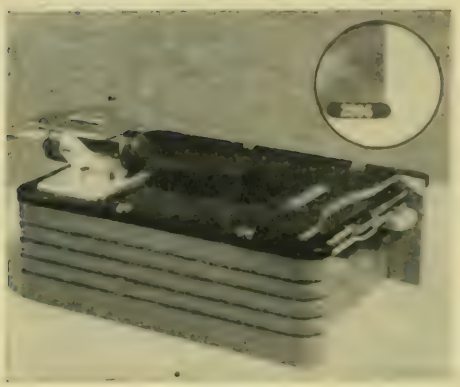
When the lamp is flashed the foil or wire burns very rapidly in the oxygen but by no means instantaneously. This means that the oxygen is not consumed all at once: the heat generated by the burning foil or wire raises the temperature of the oxygen that has not been consumed, increasing its pressure. There is, then, a very brief period immediately after the peak of the flash during which considerable pressure is built up in the bulb. This pressure may amount to something like one or one and a half atmospheres more than normal atmospheric pressure. When the flash has been fully completed the pressure in the bulb is lower than it was initially because most of the oxygen has been consumed. The product of the burning of the foil or wire in the oxygen is aluminum oxide, a whitish powder that is deposited on the inside of the bulb and on the stem and filament leads. It is important that the product of the combustion be a solid rather than a gas. If gas were generated, as in the case of flash powder, it would be very difficult to keep the lamps from exploding because much higher internal pressures would be built up.

The pressures normally developed in Photoflash lamps are not dangerously high. The highest, probably less than three times atmospheric pressure, impose no great strain on the bulbs since most of them can hold internal pressures as high as ten atmospheres. When a Photoflash lamp explodes it is usually because the bulb has been damaged in some way. Damage to the bulb may be caused in any number of ways, of course, most of which can be included under some such expression as "excessively rough treatment". Many photographers remove the lamps from the corrugated paper sleeves and carry them loose in a handbag. Photoflash lamps are remarkably rugged and stand such treatment surprisingly well, but there is no doubt that this sort of handling often subjects lamps to severe physical shock. Occasionally a cracked bulb may be the result.

Another cause of damage to the bulb and hence, indirectly, of explosion, is flying particles of hot metal inside the lamp that strike the inner surface of the bulb. Explosions from this cause may occur if there is a thin spot in the inside coat of lacquer. Probably it is not generally understood how important the coating of lacquer really is. All flash lamps must have it, for without it they would explode practically every time if not reinforced by outside lacquer. White-hot bits of foil or wire coming in contact with the glass cause such sudden and extreme changes in temperature that invariably the glass cracks. The function of the inside lacquer coating is more to insulate the glass from the burning material and the heat than it is to strengthen the bulb. Even with the protective lacquer film, the abrupt rise in temperature to which the bulb is sub-

(Continued on Page 9)

Curtis-Stern Daylight Negative Numbering Machine



STANDARD MODEL
Showing film holder in place. Insert shows position of number on film.

IN presenting the C-S Daylight Negative Numbering Machine, we are without doubt filling a long-felt need of many photographers. Here at last is a device that enables a photographer to number his negatives in broad daylight, in practically no time at all. No more fumbling in the dark room with a grease pencil, trying to write a number that in many cases cannot be read after the film is developed, and in many cases overlapping the space into the picture area. This is all done away with in a device so simple and positive of action that anyone can operate it the first time they try.

All that is necessary to operate the C-S Negative Numbering Machine is to insert your exposed holder in the device, place your number (either printed or written) so that it centers in the lighted area of the top plate, pull your holder slide out and return it immediately. That's all there is to it. The number has been photographed clearly and distinctly on the film and, of course, will not rub off.

A very distinctive feature of the C-S Machine is that when a holder is inserted, it is automatically forced to one side and locked in position, firmly, so that every number is printed in the same place on the film every time.

The lower pressure plate is so adjusted that after the removal of a holder it drops down to allow the free, easy entrance of the next holder. *There is no chance to fog your film with this device,* even if you made the mistake of pulling the wrong slide. The C-S Daylight Numbering Machine works equally well with all types of Orthochromatic and Panchromatic Film. A dozen films can be numbered in less than two minutes' time. Think of the time-saving in school and rush periods, especially if you use Panchromatic Films.

The Curtis-Stern Daylight Negative Numbering Machine is sturdily made and beautifully finished. There is nothing to get out of order, and it will last a lifetime. It is equipped with a special Ilex lens to always produce a clear-cut number. A specially designed light switch is at your finger tips to turn the light on and off. Replacement bulbs can be purchased at any dime store. Current consumption of the 7-watt lamp is practically nothing. Equipped with 5 feet of durable rubber-covered electric cord.

STANDARD MODEL. This model prints one number on a film. The number area does not take up any usable portion of the film, being placed in the corner between the end of the film grove and holder flap. Either model works satisfactorily for split 5 x 7's, but we recommend this model where a photographer shoots mostly full 5x7's.

PRICE

5 x 7 Size	$15.00
8 x 10 Size	$20.00

Why Flash Bulbs Require Careful Handling

(Continued from Page 7)

jected robs the glass of its temper and leaves it brittle. Fortunately the glass retains its strength until after the momentary surge of pressure produced by the heating of the oxygen has subsided.

The coating of lacquer applied to the outside of the lamp helps materially to strengthen the bulb, but its most important functions are to (1) bind the glass together so that if some defect should cause the lamp to explode fine pieces of glass will not fly in all directions, (2) to prevent scratching of bulbs as they rub together in a photographer's carrying case. (Two rounded glass surfaces will become badly scratched when rubbed together even gently.) The slight amber tint in the outside lacquer insures the customer of a safer lamp because it enables inspectors to detect at a glance any departure from uniformity in the thickness of the lacquer coating.

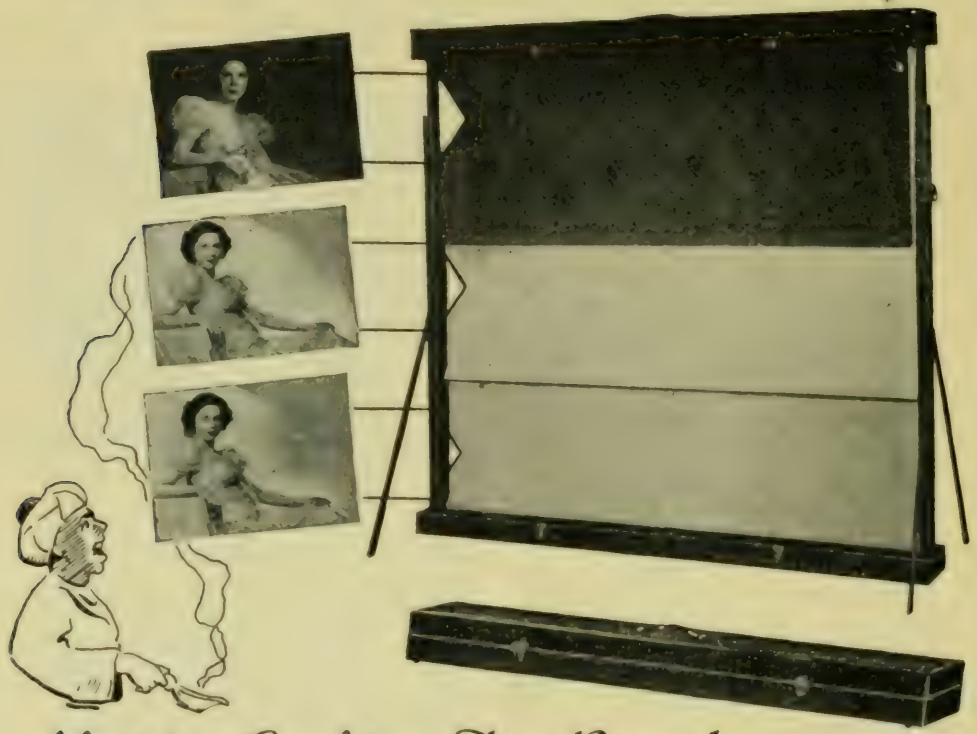
Less frequent than damaged bulbs as causes of Photoflash lamp explosions, but not unheard of, are defective bulbs. These may include bulbs that contain abnormal strains or have thin walls or air bubbles. The fact that the bulbs used in Photoflash lamps are specially selected in the first place and rigidly inspected several times during the process of manufacture keeps the number of defective ones that find their way into the finished lamps exceedingly small.

Air leaks in Photoflash lamps may sometimes cause explosions, but probably not so often as is generally supposed. When a lamp explodes because of an air leak the reason is more likely to be that the bulb has been weakened by the crack that admits the air rather than that excessive pressure is built up because of the presence of air. In lamps like No. 5 for example, the oxygen pressure inside the bulb before flashing is a little more than 75% normal atmospheric pressure and even if enough air is admitted to bring the internal cold pressure up to atmospheric pressure the strength of an undamaged bulb should be sufficient to hold the additional pressure that will be built up when the lamp is flashed. The additional pressure in such a case, moreover, will not be as great as might be expected, because the presence of nitrogen in the bulb (air contains nearly 80% nitrogen) slows up the burning and thus keeps the temperature below what it would be in a normal lamp. Air lamps that explode, therefore, are generally lamps with damaged or defective bulbs. It is true, nevertheless, that there is a certain critical condition where the air that leaks in the bulb is sufficient to raise the pressure appreciably but not sufficient to dilute the oxygen enough to retard combustion to any marked degree. In the rare instances in which such a condition obtains, flashing the lamps may result in internal pressures considerably higher than normal and even undamaged bulbs conceivably might give way. If the bulb of an air lamp is undamaged, then some other defect must be present to admit the air. This might be a crack in the exhaust tube, the seal, or the stem press. The method of manufacture employed today makes injury to those parts of the lamp highly improbable. The customer's chances of buying a lamp with an air leak in it are greatly reduced by the fact that all Photoflash lamps are held for a period of seven days after manufacture and then tested for air leaks before being shipped to the warehouses.

Lamps in which all of the oxygen is replaced by air are not potential exploders. In such lamps the primer will ignite, but this will not generate sufficient pressure to cause an explo-

(Continued on Page 11)

Blentone BACKGROUNDS



Aladdin Couldn't Do Better!

No lamp-rubbing — no wishing rings — but a neat, spacesaving, portable box. Open it. Erect the sturdy, adjustable frame. Its top houses on rollers three Blentone Backgrounds. Your choice instantly — Light Ivory for glareless white — Pongee for medium gray — Atlantic Blue for soft black. These backgrounds are made to perform and to endure — washable, never-cracking, pyroxylin-impregnated. Newest feature, to order, are backgrounds for Kodachrome work — six different, tested colors. In the studio and out, here's handiness, usefulness, profit. See Blentone Backgrounds at your dealer's or write direct for details and prices.

Light Ivory - for glareless white.

Pongee - for medium gray.

Atlantic Blue - for soft black.

And Six Tested Colors for Kodachrome Work.

HIRSCH & KAYE

will be glad to supply information and your Blentone Backgrounds

Darkroom Hints

DIAGNOSTIC Opaques play an important role in the production of good X-ray negatives. But like most everything else, there are good, bad, and indifferent opaques to be had. Substitutes for *good* products are continually being offered with claims that "they are just as good."

For example—let us consider barium sulfate. There are several grades of this material, ranging in price from 1½ cents to 25 cents per pound. Some of it is used in the manufacture of paint and enamels, and in the production of hard rubber. Obviously, barium sulfate made for this type of work need not be, and consequently is not, highly refined. It contains all sorts of impurities — mainly arsenic, ferrous materials, and soluble barium salts.

It's the same old story. We get what we pay for. Occasionally, we may be "taken in" when buying the highest-price product under the assumption that it must be the best. This will not happen, however, when purchases are made from sources which enjoy a good reputation. When dealing with reputable vendors, it is usually a good bet that the highest price indicates the best made or purest article. It is also a pretty good axiom that when we buy the best, we get more for our money than when we shop for bargains. For the sake of safety and performance, a barium sulfate should be selected on a basis of purity, fine grain, and method of packing—with price being the last consideration.

Select a brand sponsored by a reliable firm; buy it from someone who knows what he is talking about, in order that the product can be truthfully and clearly explained to you. Hirsch & Kaye supply Mallinckrodt Barium Sulfate for X-ray diagnosis in factory sealed containers.

Buy what you determine is the best, and although you will pay more than you would for substitutes and "makeshifts," you'll be ahead of the game always.

Why Flash Bulbs Require Careful Handling

(Continued from Page 9)

sion. Foil-filled lamps that contain all air will burn slowly and relatively dimly; wire-filled lamps will not burn at all under these circumstances, although a part of the wire will be consumed by the flash of the primer. Since by far the majority of Photoflash lamp explosions are caused by damaged rather than by defective lamps, it is evident that the photographer himself can do more than anyone else to minimize the frequency of explosions by handling his lamps with reasonable care. This does not mean that the photographer should be cautioned to regard Photoflash lamps as fragile and delicate, for they are not, and such an implication would be unfortunate. It does mean, however, that he should be discouraged from carrying his lamps loose in a case with other photographic equipment, particularly metal objects with sharp edges or corners, for these can scrape through the lacquer coating and scratch or crack the bulb. If the photographer can be persuaded to keep the lamps in their sleeves until they are used, so much the better.

←⁂→

The photographic studio and equipment of **B. A. Churchill,** in Fortuna, has been purchased by **Mr. P. Shurley,** who will operate the studio as the Fortuna Foto Finishers.

* * *

Mr. and Mrs. James McK. Wright of Chico made another trip to San Francisco for one more glimpse of Treasure Island.

Kodatron Speedlamp

THE Edgerton Speedlamp, designed by Dr. Harold E. Edgerton and associates of the Massachusetts Institute of Technology, is now available to photographers under the name Kodatron Speedlamp. This lamp produces a very brilliant flash of extremely short duration—about 1/30,000 of a second—and its intensity is sufficient to give a fully-timed negative of an average subject 50 feet away at *f*/11.

The lamp incorporates a spiral-shaped tube containing a mixture of the rare gases, kryton and xenon, through which a high voltage condenser is discharged. The quality and intensity of the resulting flash make it highly suitable for photographic purposes, particularly in shots of rapidly moving subjects.

Synchronization with most types of shutters is simple and positive, and no adjustment for lag is necessary, as the Speedlamp fires instantaneously when electrical contact is made. (A timer especially designed for use with shutters having a cable release socket will be available soon.) As many Speedlamps as are desired may be flashed in synchronism by connecting the units to be fired, or by using Photoelectric Trip Units, which flash any number of lamps simultaneously with the shutter-controlled unit and without any connection between them.

Because of its extreme brevity, the flash produces no eye discomfort, and the heat generated by conventional lighting equipment is eliminated. The Speedlamp operates on ordinary house-lighting circuits (110-120 volts, 60 cycles) without special wiring or fusing.

The Kodatron Speedlamp consists of a power unit for the operation and control of the Kodatron Flash Tube, and an 18-inch aluminum reflector on an 8-foot telescoping steel stand—all carried on a steel base, to which rubber-tired casters are attached.

KODATRON SPEEDLAMP, including power unit, complete with Strobotron and Rectifier Tubes, Kodatron Flash Tube, 18-inch reflector, telescoping standard, base and synchronizer cord	$400.00
KODATRON FLASH TUBE	30.00
STROBOTRON TUBE	7.50
RECTIFIER TUBE	7.50
PHOTOELECTRIC TRIP UNIT	20.00
EXTENSION LAMP CABLE, 12 FT.	36.00

Kodachrome Professional Film, with special filters which will be available soon, is recommended for use with the Kodatron Speedlamp. A special black-and-white film—Eastman Kodatron Panchromatic Safety Antihalation Film—is available now, and is especially recommended for use with this new lamp.

Detailed description may be obtained from HIRSCH & KAYE.

Storage of Sensitized Materials

Dealers and photographers should make every effort to arrange their storage facilities so that stocks of sensitized materials are not located near radiators, steam pipe lines, or in other places subject to high temperatures. Excessive heat is not conducive to the maintenance of photographic quality.

Snow White Ink

JOHNSTON'S SNOW WHITE WHITE INK is just as satisfactory with brushes, as a white water color, as it is with pens, as a white ink. It dries with a perfectly smooth, white, ribbon-like line, covering perfectly with a single stroke of the brush. In this regard, it has the merit of being a satisfactory base for the making of all tint colorings. These facts make it of great value to artists, designers, illustrators, engravers and lithographers, and many others.

30 cents a bottle.

Made in U. S. A.

PROSPECTIVE purchasers of the popular Speed Graphic cameras may now avail themselves of an All-American-made combination of camera, lens and shutter, according to an announcement just received from The Folmer Graflex Corporation of Rochester, New York.

With Kodak *Anastigmat* and *Ektar* lenses now being mounted in Supermatic shutters for most models of the Speed Graphic, Graflex declares that the American camera buyer now can choose camera equipment made 100% by America's finest camera craftsmen.

The following All-American-made camera and lens combinations are currently available: the 3¼x4¼ Anniversary Speed Graphic with 127 mm. Kodak Anastigmat *f*/4.5 in Supermatic shutter; the 2¼x3¼ Miniature Speed Graphic with 107 mm. *Ektar* *f*/3.7 and 105 mm. Kodak Anastigmat *f*/4.5, both in Supermatic shutter.

Also available is the 2¼x3¼ Miniature Speed Graphic with American-made Bausch & Lomb 4⅜" Tessar *f*/4.5 in Compur shutter.

Catalog sent on request.

Agfa 5x7" View Camera

AVAILABLE WITH 4x5" BACK

IN RECOGNITION of the demand for a professional camera to employ 4x5" sheet films, a special model of the 5x7" Agfa Universal View Camera is now available supplied with a 4x5" back, or, at the option of the purchaser, with both the regular 5x7" back and a 4x5" reducing back.

This equipment brings to the critical worker the full versatility and flexibility of the regular Agfa 5x7" model adapted to take the more economical and conveniently smaller 4x5" film sizes. Ideal for both pictorial and professional applications, this new outfit includes the following mechanical features:

1. Focal extension of 20 inches without use of detachable parts.
2. 5¼-inch square lens board.
3. Tilting front with both rising and sliding adjustments.
4. Swinging back of wide adjustment.
5. Construction of cherry and basswood with brass fittings and fine leather bellows.
6. Back of camera permits use of a sliding ground-glass attachment if split 5x7" negatives are desired.

This 5x7" Universal View Camera with 4x5" back is available at price of $72.00. Supplied with both 5x7" back and 4x5" reducing back, the camera sells at $86.00.



"I shall stick to Mallinckrodt"

Mr. T. D. Griffin, a young photographer of Monroe, Louisiana, who has made portraits of many of the best-known people in his state, believes in putting chemicals to the test. "After giving Mallinckrodt Chemicals a fair trial," he says, "I truly believe that they are superior to any I have used before. You may be sure that in the future I shall stick with Mallinckrodt." Why?



They are Photo-Purified, made especially for photographic use. They are physically perfected — free-flowing, easy to handle and weigh — they dissolve quickly and perfectly. When you order, demand Mallinckrodt.

The Chemistry of Photography

A wonderfully complete handbook of photo chemistry, third revision. Useful tables. Explains chemical troubles. 50¢ postpaid.

Mallinckrodt

Chemical Works

2nd & Mallinckrodt Sts., St. Louis, Mo.
70-74 Gold St., New York, N. Y.
Chicago • Philadelphia • Toronto • Montreal

Defender Varigam
COMPLETE CONTRAST CONTROL

WITH Defender Varigam, handled according to instructions, it is possible to obtain an infinite number of contrasts from a given negative or, conversely, to obtain prints of uniform quality from negatives differing widely in their contrast and density characteristics. The advantage of this is obvious in comparison with the usual method of contrast control consisting of selecting the grade of paper with a contrast predetermined in its manufacture which comes nearest to fulfilling the required quality.

The secret of this amazing photographic advance is in the fact that Defender Varigam is sensitive not only to blue light but also to green, and has the most unusual characteristic of having very soft gradation in the green sensitive region and very high contrast in the blue sensitive region.

With yellow light, the resulting print is as soft as obtainable on the softest of printing papers. With blue light, no trace of that softness remains; the print possesses all the "snap" and crispness of one on the hardest of mediums. By dividing the printing time between the yellow and the blue light or by mixing the two colors in any predetermined proportion, the degree of contrast desired can be obtained simply and easily. *Total printing time always remains approximately constant.*

A set of two cellulose acetate filters, suitable for preliminary experimentation or occasional use, are enclosed with each package of Defender Varigam. Or, from Hirsch & Kaye you can obtain glass or gelatine filters. A Varigam Safelight screen of molded Lucite plastic is available in standard 5 x 7 size (list price $3.00). Other sizes may be purchased in sheet form cut to measure. Defender Varigam can be handled safely in the dark-room under a bright red safelight. No change in developing or manipulating procedure is required when using Varigam.

By printing in and dodging, all sorts of special effects can be obtained, such as printing a portrait with the sitter printed normal and the background printed soft. A whole new world in print manipulation is opened up to the interested worker.

At present it is announced in four surfaces: R-Glossy, S.W.; B.T.-Semi Glossy D.W.; E.L. Velvet Grain Buff Luster D.W.; D.L. Velvet Grain White Luster D.W. It handles as do the Velour Black papers, can be developed in 55 D and easily toned. However, it must be handled under a red safelight, as it is an orthochromatic paper. The O.A. safelight will not be safe. Prices will be the same as for other enlarging papers.

Eastman Commercial View Camera
(ALL METAL) 8x10, MODEL B

To replace the Eastman Commercial View Camera, an improved model is now offered:

Eastman Commercial View Camera (all-metal), 8x10, Model B, including one Film or Plate Holder.....Price $200.00

Unless otherwise specified, the Film Holder will be supplied. All accessories furnished for the former model are suitable for use with this new camera.

The Eastman Commercial View Camera All-Metal, 8x10, is hereby discontinued.

Sussman Mounts wi

We have them in stock



GLEASON FOLDERS

Sturdicoat Duplex Cover Stock
White Insert Stock
Deckled Edges, Cover and Insert
Slip-in Style

This new, completely different folder, a real leader, features a sketched line design effect, which is distinctly novel and effective.

The cover stocks present rich, subdued color tones, which are enhanced by a double plate sinking.

Your Fall requirements in folder style must include ths folder.

Print Size		*Outside Size*	*Price per 100*
3 x 4		5 x 7	$6.00
3 x 5		5½x 8	6.50
4 x 6		6½x 9¼	8.00
5 x 7		7¼x10¾	9.50
7 x 5	Group	9⅛x 8⅛	10.00
6½x 8½		9¼x12½	12.50
8 x10		10¾x14	14.50
10 x 8	Group	13 x11⅝	14.50

Boxed in 100's—sizes 3x4, 3x5, 4x6 and 5x7
50's all other sizes

Sample on receipt of list price



STERLIN

Circatone Coated
Gray and Neutral
Serrated E

Neat, sturdy, very e
which fit this recent note
MAN fore-front style line.

The STERLING is a mod
outside sizes and is a real

A complete range of si
requirements in an easel

Print Size		*C*
3 x 5		
4 x 6		
5 x 7		
7 x 5	Group	
6½x 8½		
8 x10		
10 x 8	Group	

Boxed in 100's—size 3x5
25's—sizes 6½x

Sample on re

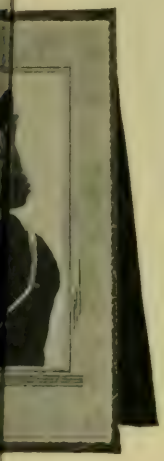
"Sussman Mounts Are Paramount"

HIRSCH

Dist

l Aid Portrait Sales

• Order them direct



EASELS

er and Insert Stocks
Slip-in Style
e Underlay

tive, are all descriptions
thy addition to the Suss-

ely priced easel in regular
ue.
will accommodate all your
le.

de Size	Price per 100
¼x 6⅞	$5.75
⅜x 8⅝	7.25
¼x 9½	8.50
⅜x 7⅝	10.25
x12½	14.00
x13½	15.50
x11	16.00

50's—sizes 4x6, 5x7 and 7x5
8x10 and 10x8
of list price



DREXEL FOLDERS

Perfection Coated Duplex Cover Stock
Rag Stock Insert Deckled Edges Slip-in Style
Buff and White Shades

This folder has been especially designed for the customer who demands that the finished photograph be of exceeding simplicity and attractiveness, mounted in folder. The soft tone of the coated-embossed cover stock, neat insert design with plate sinking around it, all lend to an apepal which cannot be denied.

Print Size		*Outside Size*	*List Price per 100*
3 x 4		5 x 7	$6.00
3 x 5		5½x 8	6.75
4 x 6		6½x 9¼	8.50
5 x 7		7¼x10¾	10.00
7 x 5	Group	9⅛x 8⅛	10.50
6½x 8½		9¼x12½	13.00
8 x10		10¾x14	15.00
10 x 8	Group	13 x11⅜	15.00

Sample on receipt of list price

& KAYE

tors

"Sussman Mounts Are Paramount"

NEWS

WE HAVE previously mentioned our active participation in the affairs of the Photographers Association of America and other more frequently mentioned photographic organizations. We modestly admit membership in other organizations, one of which is The Photographic Society of America. It has been our pleasure to support these groups in every possible way.

* * *

Mr. and Mrs. Thoreson, well known in Alturas and northeastern California, sent us an announcement of Donna Lee, who arrived August 13. By this time Daddy Thoreson should be out of cigars and otherwise feeling proud but normal.

* * *

John F. Rabe, Gridley photographer, was in San Francisco over the holiday, enjoying a brief and hurried visit to the Fair.

* * *

Mr. Phil Ganim has just finished renovating his studio in Dunsmuir and is looking forward to an enjoyable holiday season with his new facilities.

* * *

Mr. and Mrs. Lyle Rennick of Fresno sent us a unique announcement introducing the very latest thing in miniature images. The new style is called Mary Linda and arrived August 13, beautifully done in natural colors. We congratulate the proud parents of Mary Linda.

* * *

Mr. Armen Shahbazian, owner of the Royal Photo Studio in Fresno, California, recently paid us a visit. The trip combined both business and pleasure.

* * *

Mr. Alexander Drankoff, owner of the Redding Photo Service in Redding, California, is apparently "sold" on the S. F. World's Fair. He recently paid us a visit.



CALLING ALL FLASH FANS!

Camera fans! How would you like to own an Anniversary Speed Graphic completely equipped with Kalart Lens-Coupled Range Finder, Kalart Master Micromatic Speed Flash and Kalart Sistogun? YOU CAN! That's the FIRST GRAND PRIZE in the Kalart FOURTH ANNUAL SPEED FLASH CONTEST—now under way!

There are 35 valuable merchandise prizes in all—worth more than $500! All you have to do is enter your favorite speed flash pictures in the contest.

So . . . get your entry blank now from your dealer or write direct to Kalart. Entry blank gives full details and contest rules. The contest closes December 31st. You may enter as many prints as you wish. Start shooting now! Get out your camera—and your Kalart Micromatic Speed Flash—and go after one of these prizes! Send for your free Entry Blank now!

The KALART COMPANY Inc.
Dept. 0-9
Taft Bldg., Hollywood, Calif.

KALART
Micromatic
SPEED FLASH

Can Be Closed, But Never Forgotten

THE Golden Gate International Exposition on Treasure Island is closed. Beautiful and attractive as it was last year, it was even more so this year and especially helpful. To Treasure Island one could go and forget the jungle state of our present-day civilization and enjoy contacts with the better things of life.

This Fair, fortunately, was much more photographed than the previous Exposition held in 1915, and was well attended by many people from all parts of the country. Those who have photographs of the Fair will find them especially enjoyable as the years roll on. The management of the Exposition, in contrast with the policy of the previous Fair, is to be congratulated on encouragement given to all forms of photographic activity.

You who have enjoyed the various shows and free movies in the various buildings and miniature theatres, probably do not realize that Hirsch & Kaye helped make this enjoyment possible. It is not generally known that we supplied or installed much of the motion picture equipment used on the Island. In many cases we both supplied and installed the equipment. In practically every instance we maintain[ed] the projectors during the past two years and it was no easy assignment.



Mr. Anthony Andre of our Service Department, assisted by Mr. Tom Donoghue, are to be complimented on the record of their achievement. They were on call seven days a week, day and night, for these projectors were in use twelve hours a day, or eighty-four hours a week. Machinery is no respecter of time or persons and a call to the Service Department might arrive at ten in the morning or at dinner time.

Imagine a man making seventy-five trips to Treasure Island and then telling us he had not seen the Fair. This was Mr. Andre's experience last year for each time he went to the Island he had a definite objective which he was in a hurry to reach. We are glad that even though the nature of our cooperation was unknown to the public and to our readers, we could have a part in the success of the Exposition.

←⁂→

Dufaycolor Film

In fairness to the manufacturers of Dufaycolor Film, and to our readers who may have ordered this material, we get in step with an announcement received from the Dufaycolor Company.

It is well known that there is a shortage of Dufaycolor material and when we tell you that this film is manufactured in England and that the factory has been taken over by the British Government for production of war material, you will understand the reason for the shortage. Orders are, therefore, accepted subject to this generally prevailing condition.

←⁂→

Vacationists who recently dropped in to our office were **Mr. and Mrs. Thomas H. Lamm,** who operate a photographic studio in Ventura, California. Their itinerary included a trip north via the Redwood Highway. That their vacation was a complete success, we have no doubt.

* * *

Mr. James H. Lucas, of the Modern Photo Arts Studio in Stockton, California, visited our store during a recent business trip. Mr. Lucas is wisely adding to his studio equipment so that he will be prepared for the holiday business which will soon be at hand.

Feature Protecto Mailers

FOR many years certain photographers have been fully aware of the profit that may be enjoyed from the sale of photo mailers. The holiday season will soon be with us, and we remind our readers of the Protecto Mailer which is available in numerous sizes so that mountings of any size can safely be mailed in a very economical manner.

To encourage our readers to feature Protecto Mailers, we offer to supply an attractive counter display card. This will serve as a "silent" sales person and will make it much easier to suggest photomailers to your customers. A detailed list of sizes of Protecto Mailers will be sent to those who are interested.

Mr. R. S. Wilfley of Medford, Oregon, was a recent visitor in our store. While known to the office staff, he was unknown to the salesman who served him, but Mr. Wilfley thoughtfully introduced himself, which is as it should be.

* * *

Mrs. Andrew Battagin of Gilroy recently called on us during a business trip to this city.

1940 Kodak Exhibit

The 1940 KODAK EXHIBIT, a comprehensive show of contemporary photography and photographic equipment, will be in San Francisco on October 20, 21 and 22 . . . at the Palace Hotel . . . open from 11 A. M. to 10 P. M. all three days.

The show includes a number of interesting features . . . has been extremely popular . . . and we are confident that this showing will be equally successful. Some highlights of this admission free Exhibit are:

SALON PRINTS . . . A particularly fine group of two hundred examples by leading pictorialists, and a special panel of the work of local camerists.

COLOR PHOTOGRAPHY . . . Striking examples of Kodachrome transparencies and prints made from Kodachrome.

EQUIPMENT . . . A comprehensive display of the latest cameras, equipment and materials, featuring the Kodak Precision Enlarger and a completely equipped Model Darkroom.

SPECIAL PICTURES . . . Interesting and important uses of Eastman Films in microfilming, criminal identification, Hollywood, etc.

ILLUSTRATED TALK . . . At 7:30 P. M. each evening an illustrated talk on "Photographic Fundamentals" with slides on composition, lighting, etc.

COLOR SHOW . . . At 8:00 P. M. each evening, color motion pictures of the Golden Gate and New York Fairs, together with scenes from the "Cavalcade of Color," with the original musical score.

If you desire literature for your customers—ask HIRSCH & KAYE

You Supply the Answer

FOR a number of years one of our accounts was known for the regularity with which statements were paid and discounted. During this summer we noticed payments were slow in arriving and, thinking perhaps our statements had been mislaid or not received, we sent a reminder. The customer's explanation is published because it is typical of a condition which prevails in other communities, and perhaps this article may serve as a warning to some of our readers who may be inclined to meet competition by lowering prices, their own profits and their own standard of living.

Our customer wrote:

"That account is unpaid not because of an oversight or misfiling. The matter is of a more serious nature.

"About June 1 the 'X' Drug Company advertised frequently and in liberal newspaper space, and also on streamers across the entire front of the store—Developing and Printing, 19c a roll. Double-size prints no extra charge. The 'Y' Drug Company met this condition with similar advertising and a price of 17c for the same service.

"They took away so many of my customers as to make it impossible to meet bills when due. I have reduced my price and am getting some of my customers back."

What has happened is that no additional finishing is being done in that town and the several finishers involved are worse off than before. On the basis of a 25% anticipated profit, a cut of 20% in list price means that it will be necessary to do 400% more work in order to earn the same amount in dollars. We doubt very much if in the community we have in mind, or any other community, low prices quoted by finishers to their own disadvantage will stimulate a 400% increase in the amount of photo finishing done in the town.

Anybody can cut prices, but very few people can restore them. Here is something which deserves the consideration and serious thought of every man in business.

The POLAROID DESK LAMP

(See Page 1)

Polaroid Illumination is a *new kind of light* that lets your eyes do a new kind of easy, *tireless* seeing.

The New Polaroid Desk Lamp (Model 114) is a beautifully modern instrument that brings improved seeing to every one who works at a desk. It lets your eyes work longer without fatigue, permits better concentration, promotes accuracy.

Suppresses Glare

This new lamp delivers its light through a concealed Polaroid window—the same light-control material used in Polaroid Day Glasses to block out the glare of reflected sunlight. This window contains thousands of billions of invisible crystals which "comb" the light at its source—prevent the glare-producing light vibrations from reaching your desk top.

Model 114 — $9.75

Greeting Card Production Outfits

FOR the 1940-41 Christmas and New Year season, greeting card production outfits will be offered as follows:

Eastman Greeting Card Production Outfit No. 1 and the Metal Foil Gummed Seals offered last year will be continued.

Eastman French-fold Multi-Use Greeting Card Production Outfit No. 4 will replace the No. 2 Outfit. This new outfit consists of two greeting card masks (one for vertical, the other for horizontal negatives) for French-fold style cards. Each mask provides for using either of two designs on the front of a French-fold card and a Christmas sentiment and the customer's name inside. The two designs that come with each mask are a Christmas candle design and a stippled poinsettia design. Each mask serves for 2¼ x 3¼, 2½ x 4¼, or 3¼ x 4¼ negatives. The various parts of these masks are hinged, permitting easy arranging of the wanted negative mask and design-negative. Six different folders can be produced with each of these masks: Three sizes vertical and three horizontal, with either of two cover designs.

Also new this year is a set of eight Eastman Greeting Card Masks, known as Eastman Greeting Card Production Outfit No. 5. Four of these masks are of the "candle-stipple" style, designated as "CS", two vertical and two horizontal; and the other four are of the "holly-ribbon" style, designated as "HR", two vertical and two horizontal. These masks accommodate 2¼ x 3¼ and 2½ x 4¼ negatives and masked-down sections of larger negatives.

Eastman Greeting Card Production Outfit No. 1:
(For Azo cards, plain or deckle edge.)
Includes: 2 masks for horizontal and vertical 2¼ x 3¼ and 2½ x 4¼ negatives and sentiments (6 vertical and 6 horizontal); 1 Kodaloid Embossing Guide for 4¼ x 5½-inch cards; set of instructions.....$3.00

Eastman French-fold Multi-use Greeting Card Production Outfit No. 4:
(For French-fold Ad-Type cards.)
Includes: 2 masks for horizontal or vertical 2¼ x 3¼, 2½ x 4¼, or 3¼ x 4¼ negatives and sentiments; set of instructions. (Resulting cards are 4¼ x 5½ inches, folded from 8½ x 11 paper) $3.00
Vertical or Horizontal Mask *only*, each $2.00

Eastman Greeting Card Production Outfit No. 5:
Includes 8 masks: CS620V, CS620H, CS616V, CS616H, HR620V, HR620H, HR616V, HR616H.$3.00
Sincle Masks, each.....$ .75

Greeting Card Envelopes:
(For 4¼ x 5½-inch cards.) *Unlined, white or old ivory—

	List
Per M	$4.50
Per 500	2.65
Per 100	.90

*Lined, white or old ivory—

Per M	7.50
Per 500	4.15
Per 100	1.30

*Unlined envelopes, white and old ivory, in unbroken packages, may be assorted to obtain quantity price. Lined envelopes are subject to the same conditions. However, unlined envelopes may not be combined with lined envelopes to make up a quantity.

Metal Foil Gummed Seals:
Six styles: Red-gold candlestick, red-gold initial M, red-white-silver Santa Claus, blue-silver initial B, blue-silver bell, green-gold Christmas tree:
Per pkg. of 100, one style.....$ .30
In lots of 6 packages or more, one style or assorted styles, per package .....$ .25

New Models in Elwood Enlargers

THE new line of Elwood Enlargers has been announced, and we have placed our orders. The popular models, AM2, S-2 Studio, SP-2 Special, and C2 Commercial have practically been re-designed for improved appearance and performance. The entire body and front of these enlargers is now made of cast, machined aluminum. The use of wood has been limited to negative carrier and support foot.

Reflector and lamp house are also new and much improved in efficiency. Reflectors are larger and deeper. They are curved so that slightly more light is projected through the corner of the negative than in the center, which compensates for a falling off in illumination that is more or less present in lenses.

The new models are highly desired for color photography.

AM Miniature—from 35 m/m to 2¼ x 3¼—without lens	$ 32.50
S-2 Studio—from 2¼ x 2¼ to 5 x 7—without lens	42.00
SP-2 Special—from 2¼ x 2¼ to 5 x 7—without lens	72.00
C-2 Commercial—from 3¼ x 4¼ to 8 x 10—without lens	135.00

For a limited time, we will offer a few of the previous models at the former lower price, but order early if you want one.

Information Wanted

Information is wanted as to the address of Frank B. Anderson, formerly with the National Youth Administration, San Francisco Office. Your co-operation will be kept confidential.

A welcome visitor to our office recently was **Arthur B. Ferl,** owner of the Photographic Supply Company in Redding. "Unusual" rainy weather in San Francisco did not dampen his visit.

FOR SALE

Photo Finishing business in one of the largest Central California cities Well established, with wholesale and retail work. Excellent location for retail work. Plant completely equipped. Rent, $45.00 complete. This is a real buy, and will bear investigation.

Box 2451 THE FOCUS

Raven Screens

A GIFT of a Raven motion picture screen is always acceptable, and we have a hunch there will be many gifts of this nature this holiday season. You will probably share in this business, so we mention that in order to expedite delivery we have decided to feature Raven Screens in Beaded and Haftone models. In DeLux, Tripod, Hanging and Table Models, in listed sizes up to 52 x 52.

While there are other models and surfaces, we selected those found most popular. We especially urge dealers to investigate the desirability of Haftone Raven Screens for color projection. While the image is not as brilliant or glary as on a Beaded Screen, the color and tone values are more true to the original. Detailed descriptive catalog sent on request.

Remember, the outstanding projection projects in this country are shown on Raven Screen material.

A Holiday Specialty



THE CHRISTMAS FOLDER

Here you have that "something different" in a greeting card that the public have been looking for. It creates new business—now is the time to become acquainted with it.

Free on request—a sample, and descriptive circular giving full working plans showing just how you can make this specialty work for you and "pay its way."

EASTMAN KODAK COMPANY

[Taprell Loomis Division] CHICAGO, ILLINOI

Jerry's Corner



By Himself

The cashier gave me a handful of folding money and told me to go to our bank and get a couple of rolls of nickels, dimes and quarters.

So while I was getting the change, I thought I'd talk to the banker and see if maybe I could get some samples for myself.

He said he had a back order in for some new samples, but I did learn something that's too good to keep. Remind me to tell you about it.

During the conference, a woman butted in to ask how much her husband had taken out of his account. My banker friend said he couldn't tell, it was confidential.

She says, you're the paying teller, aren't you? Yes, mam, he answered; but not the telling payer.

Last year, at the Fair, there was some talk of letting people look at a million dollars in gold for a two-bit admission, but the idea didn't click.

Either they found that people didn't have an extra quarter, or maybe people found they could save the quarter and lean against a bank for nothing.

You've been hearing the words depression, recession and panic, but I doubt if you can tell just what each means.

A recession is when you tighten your belt.

A depression is when you have no belt to tighten.

And when you have no pants for your belt, that's a panic.

Keeping up with the Joneses is not so hard. It's when we try to pass them on a curve that things start to happen.

The only time some of us are any good at saving money is when we haven't any.

And now for the big announcement!

My banker and me have figured out a way in which every photographer can have a million dollars in a short time. Believe it or not, photo finishers and camera shop owners are included.

Now, maybe, some readers may not want a million dollars, so I won't use all my space in telling here; but if you're really interested, and want to know, write to me direct and I'll not only tell you how you can have a million, I'll actually help you get started.

This offer is free to any FOCUS reader, except H. & K. employees, who don't need it, and competitors, who don't deserve it. Otherwise, it's all yours, without strings.

Yours for sharing the wealth,

—JERRY.

A. K. DILDILIAN

Complete Art and Negative Alteration Service

339 NORIEGA ST. SAN FRANCISCO
OVERLAND 6820

Photographers

Write for 1939 Catalog and price list, genuine oil portraits—pastels, or rebuilt damaged portraits.

Convex glass and portrait frames.

VICTOR PORTRAIT COMPANY
752 - 13TH STREET, OAKLAND, CALIF.

Retouching ⁄ Etching ⁄ Coloring

10 Years Experience

PROMPT SERVICE

MRS. ROSE GUY
1846 - 27th Avenue San Francisco
OVerland 4676

FOR SALE

Clean, modern, ground floor studio in heart of San Joaquin Valley. Main business, portraits, but also do commercial, photo finishing, and cameras. Priced for quick, cash sale. Hurry.

Box No. 2446 THE FOCUS

STERLING TANK OUTFITS

SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output. Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.
STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



2 SIZES
12, 19 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
COMPACT
DURABLE
EFFICIENT

The best by test.

FINISHING EQUIPMENT

Tanks
Printers
Washers
Enlargers
Accessories

SOLD ON EASY BUDGET TERMS
Your transactions are entirely with us.

HIRSCH & KAYE
Distributors

Facts Submitted for Your Consideration

THERE seems to be the usual hesitation on the part of photographers to anticipate holiday requirements, especially mountings. Reports received from our roadmen show that photographers will postpone their holiday buying until they are assured there will be some holiday business (which assurance usually arrives about December 10). For many years it has been our observation that the congestion of "rush orders" at the peak of the season is primarily due to this same feeling of uncertainty and hesitation.

This year there is every indication that there will be more money available for holiday spending than in a number of recent years. The enlistment of many young men in the Army, the money spent in shipyards and munition industries, and a number of factors distinctive to 1940, indicate that photographers should be encouraged by the prospects of holiday business.

The thought we would leave with you has special reference to the problem of your mountings for the season. It may not generally be known that much of the raw paper stock used in the manufacture of mountings, has heretofore been imported from the Scandinavian countries. The war has definitely cut into shipments and American manufacturers are having difficulty in obtaining raw stock from American producers who in turn have many unusual demands made on them because the import of other articles made of paper has likewise been stopped.

There is just so much raw paper stock available and it naturally will be sold to the industry or group of manufacturers offering the highest price. But there are times when even money cannot obtain delivery of required supplies. One mount manufacturer told us that at this writing he was short of raw stock to the extent of half a million folders. Shipments were six weeks to two months late in reaching him.

We consider this of sufficient importance to bring it to your attention because if you wait and place your order during the latter part of November, it may be too late.

COLORING
LIGHT PROOF AND TOUCH PROOF
Done by Skilled Colorist
Orders by mail solicited
EVA SCHOTT
877 GOLDEN GATE AVE., SAN FRANCISCO

The Newton Studio in Palo Alto has been purchased by **Hans Roth.** For the time being it will be continued under the original name.

Our sincerest sympathy is extended to Mrs. H. R. Brinsmead of Reno, whose husband died after a brief illness. Mr. Brinsmead had only recently completed a modernization of the studio, which made it unusually attractive and efficient. This, by the way, is the studio you have recently seen advertised as Box 2445.

Mitchell W. Allen of the Shadow Arts Studio, San Luis Obispo, was a recent visitor, in connection with a film he made for the Mission Trails Building exhibit.

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering
Description and illustration of any article gladly sent on request.

8x10 Used Film Holders that will fit Eastman and Korona Cameras.

Bargain Price ..... **$1.50** each

Ruby and Amber Glass. Various sizes. Write for Bargain Prices.

8x10 to 5x7 Reducing Back for Eastman View Camera. Excellent condition.

Bargain Price **$9.50**

11x14 Crown Printer #2. This is a popular model of professional type printer. Platen operated by hand, with provision for masking and vignetting. Looks like new.

Bargain Price **$59.50**

ELWOOD SPECIAL ENLARGERS

Actually new and in original cases. These are the models which formerly sold for $63.00.

Bargain Price ..... **$50.00** each

Century Studio Vignetter. Designed for use on Studio Cameras.

Bargain Price **$6.50**

4x5 Graflex D with 7½-inch B & L Tessar F4.5 Lens. Includes film pack adapter.

Bargain Price **$79.50**

4x5 Korona View Camera with 15-inch bellows, one film holder. Looks like new.

Bargain Price **$30.00**

BARRE ADJUSTABLE SQUARE SCREEN HOLDER

Designed for use with square filters of any make or for the Barre Adjustable Foreground Filter. The filter or screen is securely held in place by springs and the foreground filter can be moved up or down within the holder, to conform to the picture. A revolving ring, operated by an outside lever, permits instantaneous fitting of the holder to any lens hood, the size of the holder down to within ⅝ the size of the filter.

1¼	inch	$ .50
1¾	inch	.50
2⅜	inch	.65
3½	inch	.75
4¾	inch	.85
2	inch	.65
3	inch	.75

←⁂→

Pako Liberty model Print Dryer for matter prints. Gas heated.

Bargain Price **$49.50**

3¼x4¼ R.B. Graflex, Series B, with 6⅜-inch F4.5 K.A. Lens and film pack adapter.

Bargain Price **$59.50**

4x5 Graflex Film Magazine with 18 Septums. Cannot be told from new.

Bargain Price **$17.75**

Heavy Duty Used Paper Cutter. Recently sharpened and in good condition. Has 14½-inch blade.

Bargain Price **$6.50**

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering
Description and illustration of any article gladly sent on request.

Argus A Camera with F4.5 lens. Good condition.

Bargain Price **$6.50**

Eastman Portrait Diffusion Disc Holder #2 and 2A Disc. The combination looks like new.

Bargain Price **$9.50**

12-inch Rise Print Straightener with motor. This accessory is in excellent condition.

Bargain Price **$32.50**

Kodak Amateur Printer. Looks like new.

Bargain Price **$10.50**

Art Reeves 10-foot Aluminum Stand with cross arm and two 11½-inch reflectors.

Bargain Price **$29.50**

Mendelsohn Universal Synchronizer for Leica Camera. Condition like new.

Bargain Price **$16.50**

Ansco 8x10 Printer with 8½x 10-1/16 opening. Includes five sockets and Ruby Lamp and is a professional type printer without adjustable masks.

Bargain Price **$32.50**

Beattie Converted Maxipan Lamp on Studio Stand, designed for two #4 Photoflood or Movieflood Lamps. 1500-watt Mazda lamps can be used if preferred. Good condition.

Bargain Price **$89.50**

Sun-Ray #40 Studio Lamp and Stand. A very fine outfit designed for two #4 Photoflood Lamps.

Bargain Price **$35.00**

Two Wire Posing Stools, each a foot high.

Bargain Price ..... **95c** each

18-inch Paper Cutter. Looks like new.

Bargain Price **$13.50**

16x20x6 Sterling Hypo Tank in fine condition.

Bargain Price **$8.50**

Barre Round Filter Holder

This is a cleverly designed threaded metal ring with collar to retain the filter. An adjustable constant tension spring clamp holds the filter holder over the lens. Furnished for filters 2½ inches in diameter.

Holder only, without filters.. **75c** each

Eastman Portrait Diffusion Disc Holder #1 with **1A Diffusion Disc.** Looks like new equipment.

Bargain Price **$7.50**

Pair of **14-inch Condensers** in modern book mount. Lenses are in excellent condition.

Bargain Price **$60.00**

Pair of **12-inch Condensers** in book mount.

A Bargain at **$29.50**

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering
Description and illustration of any article gladly sent on request.

BARGAINS IN MOTION PICTURE SCREENS

These are table model screens.

Arrow Beaded Screen,
30x40 ..... **$11.75**

Da-Lite Beaded Screen,
30x40 ..... **$10.00**

Century 10A Studio Camera with 30-inch new bellows. Includes 8x10 Sliding Back and 8x10 5x7 Back. Kits are provided for two pictures on each film. A Semi-Centennial Stand is included and the outfit is in fine condition.

Bargain Price **$135.00**

5x7 View Camera with 22-inch bellows. Case and two film holders.

Bargain Price **$29.50**

Hauff Amidol

$6.50 ..... per lb.

Hauff Glycin

40 cents an ounce or
$1.25 a quarter lb. bottle

Keystone A81, 16 m/m Projector with 750-watt lamp. Excellent condition.

Bargain Price **$49.50**

Simplex Pockette 16 m/m Movie Camera with F3.5 lens and case. Uses magazine type film.

Bargain Price **$18.50**

Filmo 70A Camera with F3.5 Cooke lens and case.

Bargain Price **$52.50**

3¼x4¼ Auto-Graflex with 7½-inch lens and pack adapter. Fine condition.

Bargain Price **$85.00**

Spencer Model D Delineascope for projecting 3¼x4 slides. Fitted with 500-watt lamp and supplied with case.

Bargain Price **$35.00**

ROC Retouching Desk

A Bargain at **$4.50**

Vakagraph Border Printer. Equipped with entirely new masks of #2 design and rebuilt. Includes numbering device.

Bargain Price **$48.50**

Posing Chair with adjustable seat and back.

Bargain Price **$4.75**

7x36 Panoram Print Frame with glass.

Bargain Price **$3.50**

8x20 Korona Panoram Camera with three film holders. Cannot be distinguished from new equipment.

Bargain Price **$65.00**

Johnson Ceiling Ventlight for 1000 or 1500-watt Mazda Lamps. Popular in many studios.

Bargain Price **$16.50**



They Prefer OPAL

THE smartness of a portrait is accentuated by its quality—the warmth of tone and brilliance one finds in all Vitava Opal prints, regardless of their size. That's why photographers and customers, alike, prefer Vitava Opal. There are fourteen attractive grades to choose from. Eastman Kodak Company, Rochester, N. Y.

VITAVA OPAL PAPER

FOR ENLARGEMENTS OF CONTACT PRINT QUALITY



Better Results **AT ANY SPEED**

THIS shot was caught at 1 30,000 of a second with Eastman's Tri-X Panchromatic Film. But whatever the subject or the speed required, Tri-X will give you negatives having the depth, gradation, modeling, and fine rendering of color essential to a quality result. Eastman Kodak Company, Rochester, N. Y.

TRI-X PANCHROMATIC

FOR EXTREME SPEED PLUS QUALITY

THE

FOCUS

Published Monthly in the Interests of Professional Photography

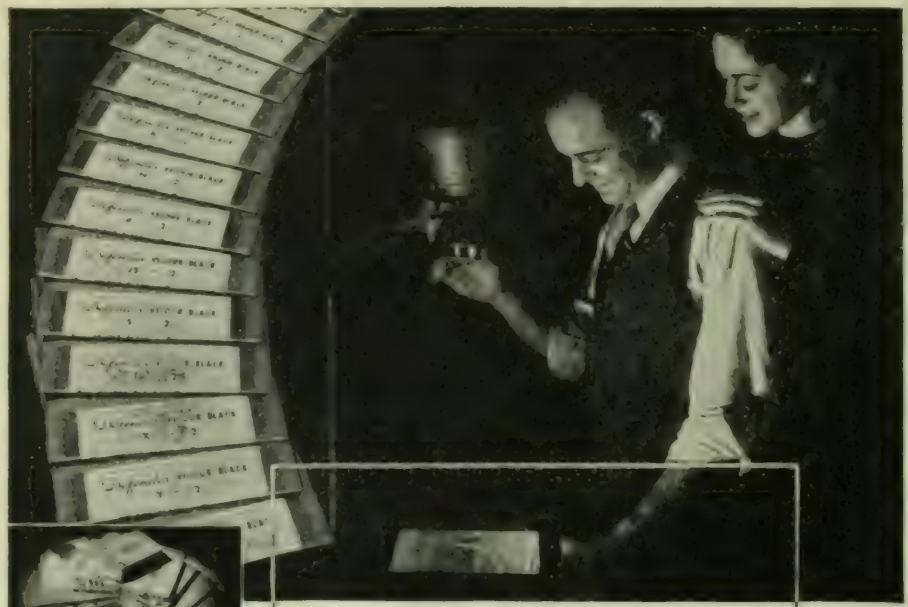
VOL. XVI OCTOBER, 1940 No. 10



KODATRON LAMP STOPS ACTION.

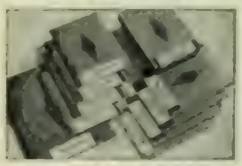
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Published by
HIRSCH & KAYE
SAN FRANCISCO





DEFENDER CUT FILM—A complete film line including the new ARROW FAN and ARROW FAN PRESS for high speed with quality.



DEFENDER APEX—for contact printing. Six degrees of contrast—wide variety of surfaces.



DEFENDER TESTED CHEMICAL PREPARATIONS—developers, fixing solutions, and Farmer-mix Hauled Reducer, etc.



DEFENDER CHROMATONE PROCESS—for fine natural color prints from color separation negatives.

VELOUR BLACK

for Picture Making Success

Defender Velour Black proves its merit upon the easel of your enlarger. For every negative there is available the choice of four properly spaced grades of contrast, which, when correctly exposed and developed as recommended, will show you convincingly what laboratory tested quality means in an enlarging paper. Detail in shadow and highlight that are visible in the negative are there in your print. It's a vivid, life-like reproduction with a paper whose tone and balanced gradation bring out and enhance the values of the negative. Ask your dealer for the Velour Black Surface Chart showing 16 of the 24 available surfaces, —or write.

For prints for reproduction use Defender ILLUSTRO —a Velour Black emulsion in a surface that gives you all the crisp brilliance of a glossy print without the glare.

Defender

DEFENDER PHOTO SUPPLY CO., INC., ROCHESTER, N. Y.

THE FOCUS

Prepared and Published Monthly

19 MEMBER 40 NATIONAL PHOTOGRAPHIC DEALERS ASSOCIATION INC.

In the Interest of Professional Photography

By HIRSCH & KAYE

239 GRANT AVENUE, SAN FRANCISCO

The Largest Independently Owned Complete Photo Supply House in the West

VOL. XVI | OCTOBER, 1940 | No. 10

INTRODUCING—



FRED NIELSEN . . .

Fred Nielsen is a native of Fredericia, Denmark. His father was an officer in the Danish army, but between his military duties he found time to supervise a knitting factory and dry goods store of which he was owner.

The boy completed his education at the age of 14 and then proceeded to learn the trade of machinist, at which he worked until he was 26. He arrived in Galveston, Texas, in 1903 and immediately found work on the Sea Wall, which was then being rebuilt after the disastrous storm. This job having been completed, he went to Chicago and found employment as a machinist with the Santa Fe Railroad.

While working in Galveston he developed an interest in photography and with typical Scandinavian thrift and energy soon found himself selling post card views of homes and buildings. His success in photography prompted him to drop the trade of machinist and make photography his chosen work.

His first studio was opened in Corpus Christi, Texas, and later opened in Kingsville, Brownsville and Laredo. These studios were later sold and he moved to Michigan, where he opened a studio in Allegan. This studio was sold in 1935 when he moved to California, locating in La Jolla. His present studio is located in Las Vegas, Nevada. He is a member of Allegan Lodge, No. 111, F. and A. M., and is a member of the Order of the Eastern Star. Two boys, age 17 and 23, are a source of special pride to him. He is much interested in bowling and has made some unusually high scores.

←⁂→

Success

To succeed in life, adopt several rules or mottoes.

Always stand without hitching.

Be on your job before the whistle blows.

Don't stop work until you come to a stopping place after the whistle blows.

When you start a job, concentrate on it until it is finished well.

When you play, do likewise.

Make few promises; keep them.

If you don't like your job do not blame the boss; it's your fault.

Always be honest. Never tell tales.

Before you do anything, think it over, then think it over again.

Happiness is nowhere in particular; it is a condition.

—*Coleman Du Pont.*

←⁂→

Corrupted freemen are the worst of slaves.—*Garrick.*

←⁂→

Though the people support the government, the government should not support the people.—*Grover Cleveland.*



THE human eye has a never tiring appetite for what is truly fine. Your workmanship may satisfy, but unless it is properly mounted it will reflect little credit upon you, and, after all, you are judged by the appearance which your product presents in the homes of your customers. And where can you be more sure of the carefulness which raises the average print, or a very good one, to an outstanding portrait, than with Gross, who has, for over three decades, been leading in mount styling and quality. In Gross Mounts you will find specialization which will brand your photographs as above the ordinary.

THE GROSS PHOTO SUPPLY CO.

MANUFACTURERS TOLEDO, OHIO

Canadian Agents: W. E. Booth Company, Limited, Toronto, and Montreal



STUDY MODEL 100 . . . . . $2.95

A *new* Polaroid Lamp at a new low price. Designed especially as a study lamp and for use on the desk at home. Eye-saving, glare-free Polaroid light . . . at the price of a gooseneck.

Polaroid Study Lamp

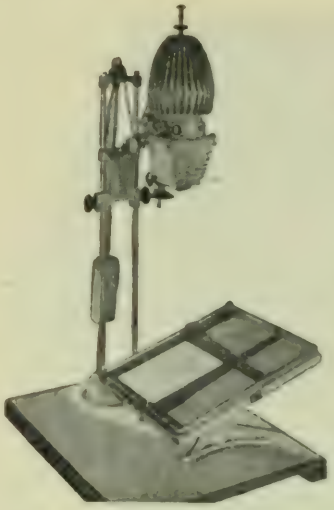
STUDENTS, and all others who use their eyes for long and intensive desk work, *need* Polaroid Illumination. A Polaroid Lamp lets eyes *see more easily* and work longer without fatigue than any other lamp you can buy . . . helps keep healthy eyes healthy.

You can prove this to yourself quickly by comparing a Polaroid Lamp with any other lamp you choose. Place both lamps in front of you on a desk, side by side. Because the Polaroid Lamp is designed to be glareless for eyes in *working position, sit down* in your usual working position and begin leafing through a magazine. Turn on first one lamp, then the other, as you read.

The ordinary lamp will produce a shimmering film of glare over the page—will make the black type appear grey. Change to the Polaroid Lamp and you will see the type become *black*.

Try the same experiment with a colored illustration in the magazine. Under Polaroid Illumination the colors will acquire a richness and depth that you have never seen before—true values that are usually hidden beneath the film of glare produced by ordinary light.

Polaroid Lamps do even *more* than eliminate the fatigue and eye strain produced by reflected glare. They give *even* illumination over the critical working area of your desk.



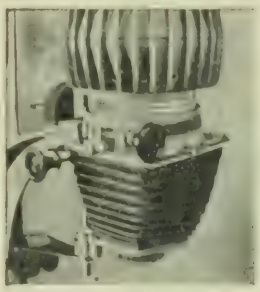
Tripod column construction gives great strength and minimum vibration.

The New All-American-made
GRAFLEX ENLARGER

Here is the enlarger that brings real flexibility and precision into the darkroom, giving you the same control in projection printing that a fine view camera offers in making negatives. With the *variograph* adjustments you can alter the linear perspective . . . *condensers* furnish brilliant, even illumination . . . maximum linear *enlargements* on the baseboard range from 7.6 times with a 4⅛" lens to 18.2 times with a 2" lens . . . *negatives* on film or glass up to 2¼" x 3¼" are handled by the book-type negative carriers . . . the simple, handy *controls* give exactly the adjustments you wish without fumbling in the dark . . . an adapter converts it instantly into a *view camera* for micro-photography, copying and photomicrography . . . and the typically Graflex *precision* and *ruggedness* assure you A-1 performance for years to come.

Price, less lens.....**$87.50**

Down payment as little as $18



Two-way tilt of negative permits alteration or distortion of linear perspective.

FLEXIBLE—SIMPLE—RUGGED

- ★ Quick action, 2 way controlled tilt of negative carrier to alter linear perspective with the accessory Graflex Tilting Easel Holder.
- ★ Superior cooling by both convection and radiation—no direct metal path for transfer of heat to negative.
- ★ Substantial head with 3-point support to minimize vibration.
- ★ Accepts all negatives up to and including 2¼" x 3¼".
- ★ Ample magnification on baseboard.
  - 7.6x with 4⅛" lens
  - 12x with 3" lens
  - 18.2x with 2" lens
- ★ Fingertip micrometer focusing control.
- ★ Red glass focusing filter interchangeable with carrier for 3-color separation filters.
- ★ Removable double condensers for maximum efficiency—provision for soft, diffused illumination.
- ★ Accepts Miniature Speed Graphic lensboards and any lens suitable for enlarging.
- ★ Choice of 5 sizes of book-type negative carriers, self-compensating for different thicknesses of films and plates.
- ★ Floating hinged platen facilitates insertion of negative carrier and locks it firmly in position.
- ★ Lever opens carrier while in enlarger for safe advancing of roll-film.
- ★ Detachable receivers to hold roll-film ends.
- ★ Fully counterbalanced, with friction-drive micrometer control of magnification.
- ★ Enlarger head rotates up to 90° either way, and locks for long-throw horizontal projection or increased control of perspective.
- ★ Tripod column for maximum rigidity.
- ★ With accessory adapter accepts Graflex Focusing Panel and Graflex Film or Plate Holders for use as a camera.
- ★ Enlarger head removable for mounting of a camera for copying work.
- ★ Lamp cord carried through column and detachable from lamp house.
- ★ Large, accessible, molded plastic controls.
- ★ 24"x32" laminated natural-wood baseboard with contrasting trim and leveling foot.



The accessory Graflex Tilting Easel Holder.

Save Hundreds of Dollars Every Year

ARITHMETIC is dull stuff—unless it means "money in the bank". The figures below compare the four kinds of studio light, based on equipment which permits identical exposures, and a four-hour daily use, twenty-four days per month.

Twin arc floodlite—yearly operating cost		$250.56
Cost of current per day	$ .42	
Cost of carbons per day	.45	
Cost of operation per day	$ .87	
Cost of operation per month	20.88	
Long-lived Mazdas—operating cost per year		$122.16
Cost of current per day	$ .36	
Cost of globes per day	.064	
Cost of operation per day	$ .424	
Cost of operation per month	10.18	
Photofloods—operating cost per year		$345.60
Cost of current per day	$ .24	
Cost of globes per day	.96	
Cost of operation per day	$ 1.20	
Cost of operation per month	28.80	
Fluorescent tubes*—operating cost per year		$ 12.72
Cost of current per day	$ .028	
Cost of tubes per day	.016	
Cost of operation per day	$ .044	
Cost of operation per month	1.06	
As compared to arc, fluorescent will save		$238.04
As compared to incandescent, fluorescent will save		$104.76
As compared to photofloods, fluorescent will save		$332.88

In many cities the rate is far higher than the 3c per KWH on which these estimates are predicated. Ask your power company.

*Beattie Model FPH—eight 36-inch tubes—240 watts.

Ask HIRSCH & KAYE *anything else you would like to know about Beattie lamps*

MONTHLY PAYMENT PLANS CAN BE ARRANGED

George A. Decker, Petaluma photographer, was a recent welcome visitor to our office. Working quietly and efficiently, he has produced some excellent photographs in natural color.

Mr. H. A. Staples of Chico livened the office with one of his much enjoyed and rather frequent visits. We still would like to know from what source Mr. Staples obtains those stories.

EASTMAN EKTAR F/6.3 LENS SURFACE TREATMENT

THE Eastman Ektar f/6.3 lens, 14-inch, will henceforth be furnished with the inner glass air surfaces coated to improve the clarity and brilliance of the negatives produced. This new scientific process increases the efficiency with which light is transmitted by this lens.

The chief advantages of this new process are the superior contrast obtained in black-and-white negatives as well as Kodachrome, the greater color purity obtained in Kodachrome pictures, the lessening of the danger of flare in pictures taken against the light, and reduction of the intensity of "ghost" images sometimes apparent when strong lights are included in the picture field.

All Eastman Ektar f/6.3 lenses, 14-inch, will henceforth be furnished so treated, and prices are as follows:

Eastman Ektar f/6.3 lens, 14-inch:

In barrel with iris diaphragm	$195.00
In Ilex shutter	225.00

Owners of the Eastman Ektar f/6.3 lens, 14-inch, may send their lenses to Rochester for this coating. Prices for this service are:

Coating Treatment of customer's Eastman Ektar f/6.3 lens, 14-inch	$17.50

Pictures Wanted

ED WOLFF & ASSOCIATES, 428 Taylor Building, Rochester, N.Y., advertising agency for Wollensak Optical Company, is interested in purchasing prints for use in Wollensak advertising. To deserve consideration, prints should be suitable to cover a full magazine page, and should have been made and or enlarged through a Wollensak lens. Subjects may be what the artist prefers, but should exhibit qualities reflecting favorably on the lens used. Submissions should measure 10" x 8", or larger, and enlargements which have won recognition or awards are wanted. Price in the case of acceptable prints will be established by negotiation. Unpurchased submissions will be returned.

PHOTOGRAPHIC PUBLICATIONS

. . . for Amateur and Professional

THERE is a growing need for authoritative textbooks that cover the problems of both amateur and professional photography. The following list of publications is offered by the Eastman Kodak Company to provide dependable information along these lines.

HOW TO MAKE GOOD PICTURES. Everything from choosing a camera to making the print—a complete and indispensable handbook for the amateur. Chapters on film, exposure, composition, filters, day and night photography, trick shots, and many other subjects. Illustrated. 256 pages ..... $ .50

HOW TO MAKE GOOD MOVIES. A thorough-going discussion of amateur movie-making. Complete details on focusing, exposure, continuity, titling, editing, lenses, and the like written in a lively non-technical fashion. Fully illustrated. Over 200 pages 2.00

PHOTOGRAPHY, by Dr. C. E. Kenneth Mees. The history, science, and uses of photography, by a world-renowned authority. Illustrated. 227 pages 3.00

ELEMENTARY PHOTOGRAPHY, by Neblette, Brehm, Priest. Photographic theory and practice for the beginner. An excellent textbook for schools and camera clubs. 253 pages 1.00

THE FUNDAMENTALS OF PHOTOGRAPHY. Authoritative textbook on photographic theory and practice. 123 pages 1.00

PHOTOGRAPHY OF COLORED OBJECTS. A commercially valuable study of the photography of colored objects in monochrome. 125 pages 1.00

WRATTEN LIGHT FILTERS. Complete scientific information, illustrated with spectrophotometric absorption curves of the Wratten Filters. Describes their characteristics and uses. 95 pages ..... .50

ELEMENTARY PHOTOGRAPHIC CHEMISTRY. A textbook of photographic chemistry with formulas for developers and other processing solutions. 143 pages 1.00

PHOTOMICROGRAPHY. An introduction to photography with the microscope. 122 pages 1.00

Kodak Data Books

The convenient recommendations, tables and specification sheets of these attractively illustrated booklets will prove invaluable to the photographic worker.

FILTERS, Kodak Data Book on Filters and Other Lens Accessories. Discusses the theory and use of filters, with specification sheets for the more popular Wratten Filters. Illustrated in color ..... $ .15

KODAK LENSES AND SHUTTERS. Describes the properties of lenses and shutters, as well as the various steps in their manufacture. Includes specification sheets for Kodak Lenses, and useful optical formulas ..... .15

PHOTOGRAPHIC PAPERS, A Data Book on Eastman Contact and Enlarging Papers. Discusses the characteristics of papers and the technique of choosing and using the paper to obtain high-quality prints. Includes specification sheets for the more popular contact and enlarging papers ..... .15

Filter Pouches

These are little accessories which look like miniature bill-folds. They are made of pin grain black leather and open with four individual pockets for filters of 1¾-inch or smaller diameter. Each pocket is thumb-cut for ease of use and to identify the filter in the pocket. They are furnished in three sizes at the following attractive prices:

25	mm.	$ .75
31½	mm.	1.00
39	mm.	1.25

←⁂→

"Photographic Enlarging"

Thousands of darkroom workers have improved their technique through this valuable book by Franklin I. Jordan, F.R.P.S. Your library is not complete without it. 229 pages—19 chapters—75 illustrations — 10-page appendix of formulae, tables and helpful hints. $2.50.

←⁂→

Mr. J. A. Brockman of Reno called on us during the convention of the Order of the Eastern Star, which he attended. Mr. Brockman is Patron of his local chapter.

←⁂→

Something for Nothing

There's hardly anyone who isn't out to get a bargain when he can. Almost the whole psychology of mass selling in hundreds of stores is based upon this fact. In every city, in every shop, divers sales—bargain days, as it were —create virtually magnetic forces from the idea of "getting something for nothing"; attracting all, for none of us is totally immune.

While we like the idea, it so often happens that bargains boomerang, knocking the wind right out of our savings-stuffed sails. And, like blows from any source, after one or two we throw up a guard to resist further encroachments. Soon we come to believe, just as many others before us, that one gets only what he pays for, and nothing more. —*Agfa Diamond.*



CALLING ALL FLASH FANS!

Camera fans! How would you like to own an Anniversary Speed Graphic completely equipped with Kalart Lens-Coupled Range Finder, Kalart Master Micromatic Speed Flash and Kalart Sistogun? YOU CAN! That's the FIRST GRAND PRIZE in the Kalart FOURTH ANNUAL SPEED FLASH CONTEST—now under way!

There are 35 valuable merchandise prizes in all—worth more than $500! All you have to do is enter your favorite speed flash pictures in the contest.

So . . . get your entry blank now from your dealer or write direct to Kalart. Entry blank gives full details and contest rules. The contest closes December 31st. You may enter as many prints as you wish. Start shooting now! Get out your camera—and your Kalart Micromatic Speed Flash—and go after one of these prizes! Send for your free Entry Blank now!

The KALART COMPANY Inc.
Dept. 0-10
Taft Bldg., Hollywood, Calif.

KALART
Micromatic
SPEED FLASH

One for Ripley

WE DISCOVERED this too late to be made use of in Ripley's Odditorium on Treasure Island. At no place on the Island was there a plaque, monument, stone, card or sign bearing the official name of the Exposition. This was revealed during many a search for a suitable subject as a title for a motion picture record of the Fair. Inquiry throughout the Administration Building and the several information booths always brought the same answer. So we'll have to make our own titles.

←⁂→

The last weeks of the Exposition were made use of by many of our out-of-town friends who kindly called on us in connection with their visit to this city.

* * *

Mr. and Mrs. J. H. Eastman of Susanville spent several days with us.

* * *

Mr. and Mrs. Fred Schneider of the Logan Studio in Stockton called on us during their recent visit.

* * *

We were glad to welcome **"Chet" Coffey,** who is recovering from a long illness. Mr. Coffey has been a photographer in various Northern California communities.

* * *

Another recent visitor was **Mr. J. P. Hammett** of the Hammett-Elam Studio in Sacramento. He called in connection with selection of additional equipment in anticipation of the holidays.

* * *

Robert McEwan of Salem, Oregon, was a Treasure Island visitor who brought his movie camera with him and brought home some interesting pictures. Mr. McEwan very kindly expressed his appreciation of "The Focus."

* * *

Mr. Claude P. Dorman of Bakersfield made a brief call on us during a rather hurried visit to San Francisco.

George L. Falkenstein of the Cameo Studio in Eureka had only a limited time in which to see the Fair and very wisely called on us for suggestions as to how to make the most of his time. We hope our suggested schedule was as enjoyable as we anticipated.

* * *

Local readers of "The Focus" may wonder why **Don LaGrange** did not call on them for several weeks. He suddenly decided to have his appendix removed, but we are glad that he is again very much in evidence.

* * *

Inda Barnes of Oakland seemingly is located so close to us that a visit to our office could be an every-day event. She recently made her first visit and became personally acquainted with the numerous people whose names she knew but had never met.

* * *

It was a pleasure to greet **Mrs. Crane,** the wife of the owner of the "Cap" Crane Studio in Vallejo, California.

Mr. Crane should be highly congratulated on having such a personable and capable associate, both at home and in the studio.

←⁂→

Keep a Record of Numbers

Entirely too frequently we receive a letter from the former owner of a camera which is reported stolen. These letters and other thefts which are not brought to our attention, indicate the high rate of theft of cameras. We urge every owner of a camera, exposure meter, movie projector or similar equipment, to keep a record of the number of the equipment, date of purchase and source of supply.

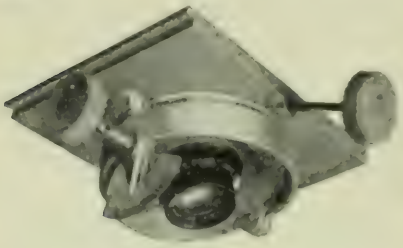
If any of our readers sell such equipment, we urge them to keep a book record showing the date the equipment was received, from whom, to whom sold and date. The number, of course, is the important information in a situation of this kind.

Elwood Distortion Lens Boards . . .

CORRECTS distortion, changes perspective, lengthens or shortens the image without stopping down the lens to small diaphragm openings.

Distortion cannot be corrected by tilting the entire body of the Enlarger.

Two of the three factors (negative, lens, and easel) must be tilted at *different* angles. The desired results can be obtained by tilting the *negative* and the *lens*, the negative and the *easel*, or the *lens* and the easel. The lens and easel are the easiest and most practical parts to move. The axes of the two tilted parts must be parallel at all times, regardless of the degree of tilt.



Drawings, maps, buildings, scientific subjects and ordinary pictures photographed at an angle can be accurately and quickly straightened to exact scale measurement. Snapshots taken at an angle can be corrected just as perfectly as if you had used a commercial camera with all the adjustments for tilting, swing, rising and falling front and back, side adjustments, etc.

This attachment accomplishes all these results by the most practical and scientific methods. The construction of the Enlarger is not changed in any way, which means a solid, rigid enlarger body free of all vibration. The light source is permanently fixed, passing the light rays through the negative and lens the same as if the lens were mounted directly on a plain lens board.

OPERATION—The negative to be corrected is projected on to the easel, which is placed on a tilting table. The table is then revolved laterally until the axis of the tilt is parallel to the axis of tilt of the camera when the picture was taken. This can easily be determined by observation of the projected image. The table is then tilted to the right angle to secure the desired amount of correction. The lens is revolved laterally to the same number of degrees as the table and tilted until the image is sharp over the entire tilted easel. This method eliminates all guesswork and trials.

The movable parts are clamped in any position by tightening the large knurled plastic knobs. No change in the enlarger is required for attaching this lens board to the 5 x 7 or 8 x 10 Elwood Enlargers. For the AM Miniature a red screen is attached to the outside, and the sliding red screen is removed. This requires drilling and tapping one ¼" hole in the front of the Enlarger. All Elwood AM Miniature Enlargers are now shipped with this hole drilled and tapped.



Special SP-2 Elwood Enlarger with swing tilt lensboard and table

(See Page 15)

The National Convention

THE following detailed tabulation of attendance at the recent 1940 Combined Photographic Industry Conventions and Trade Show, sponsored by The Photographers' Association of America and The National Photographic Dealers' Association, will, be of interest to you:

Studio owners and managers (including home portraitists, news photographers, photo finishers, free lances, news and press photographers, managers of photographic departments in industrial establishments, museums and educational institutions, governmental institutions, etc.)	1,549
Employees of the above	772
Total for the professional field	2,321
Wholesalers, distributors and dealers in photographic supplies	483
Employees of the above	269
Total engaged in distribution	752
Total representing buying power	3,073
Manufacturers and importers of photographic and/or other products used by professional or amateur photographers and purchased direct by them or sold through dealers (note that of these only 149 were exhibitors)	290
Employees of the above (officials, demonstrators, representatives, salesmen, etc.)	613
Total engaged in manufacturing and sales	903
Guests (members of families, friends, etc.)	322
Children	29
Total miscellaneous unclassified	351
Total not considered as buying power	1,254
TOTAL ATTENDANCE	4,327

THE PHOTOGRAPHERS' ASSOCIATION OF AMERICA
Charles Abel
Executive Manager

3 Views WITH 1 LENS

WITHOUT MOVING THE CAMERA





● You have a choice of three different sizes of image when you're set up for a shot with a Wollensak Series Ia Velostigmat* Convertible Lens. Photo No. I—with Doublet. Photo II—with Rear Element alone. Photo III with Front Lens only—all from same position. ● Virtually three fine anastigmat lenses in one, Series Ia gives large images—fine perspectives—grand telephoto effects. Single element and doublet fully corrected. Negatives are clear, sharp. *F6.3* to *f7.7*. You'll want one often this Winter. Get it now.

*Reg. U. S. Pat. Office.

★ WRITE FOR FREE BOOK



WOLLENSAK OPTICAL COMPANY

ROCHESTER, NEW YORK

WOLLENSAK

Distortion Lens Board

(Continued from Page 12)

FITTING to Different Make Enlargers

These lens mounts can be easily attached to almost any make of enlarger. When ordered for enlargers other than Elwood, they are shipped with a piece of plywood attached to the back, which simplifies the fitting to different shape lens boards. It is impossible for us to make exact fittings for all the numerous makes and sizes of enlarger lens board openings. This work can be done very easily and quickly by anyone locally.

No. 1 LENS BOARD only, for lenses 3″ to 4″ focus to fit Elwood AM Enlarger (has hole for flange 1″ in diameter) $7.50

No. 2 LENS BOARD only, for lenses 5″ to 12″ focus (has hole for flange 1⅛″ diameter). Fits all Elwood 5 x 7 and 8 x 10 Enlargers.....$9.50

Since these lens boards are all metal, it is advisable to bore the hole to the required size for the flange on a lathe. Price for boring and fitting flange—extra $1.00

Send your flange or a paper template showing the exact size of the hole required and location of screw holes.

ORDER FROM HIRSCH & KAYE

←⁂→

Transferring Photos to Glass

Unmounted photographs, without printing or writing on the back, may be transferred to glass for display purposes by using a mixture of glycerine and gelatine.

Make the solution as follows:

Glycerine	¼ oz.
Gelatine	4 oz.
Water	8 oz.
Alcohol	3 oz.

Dissolve the gelatine (ordinary, unflavored packaged gelatine available at grocers) in the water with gentle heat. Add the glycerine and pour the mixture slowly, with continued stirring, into the alcohol.

Thoroughly clean the surface of the glass. Flow the solution on the glass, place the print in position face down on the glass and pour on more solution.

Excess liquid should be removed with either a roller or squeegee. This prevents formation of bubbles between print and glass surface. Allow print to dry.

The photograph, when dry, will be transparent and may be tinted.

Acid Acetic

Glacial—U. S. P. XI 99½%

Characteristics

Acid Acetic Glacial is highly concentrated. One of its characteristics is that it crystallizes at a moderately high temperature, the congealing or crystallizing temperature being about 58° F. (14.7 C.). For this reason it should be stored in a warm place.

Acid Acetic Glacial is volatile and the vapors inflammable. Therefore, never attempt to melt the crystals over an open flame. In case the acid solidifies or crystallizes, melt by placing the bottle in warm water or near, but not touching, a radiator. Do not attempt to melt the crystals too hurriedly, as the bottle may break and cause a fire. Glacial acid and diluted acid should be kept in glass-stoppered bottles. It is a clear, colorless liquid, having a strong, characteristic odor, with an acid taste. It mixes easily with water in all proportions.

Hirsch & Kaye supply Acetic Acid Glacial in containers of following sizes: 1 oz., 4 oz., 1 lb., 5 lb., 8 lb and demijohns and carboys.

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Kalart Concentrating Reflector

Designed by lighting engineers, this reflector increases the light efficiency of the midget bulb over 80% by *concentrating* the light output on the subject photographed.

The exclusive Kalart built-in ejector prevents burnt fingers and speeds up bulb changing. Fits all makes of flash synchronizers **$1.95**

Sussman Mounts



Sterling Easels

Sample on receipt of List price

Ciratone Coated Cover and Insert Stocks—Gray and Neutral—Slip-in Style—Serrated—Edge Underlay

Neat, sturdy, very effective, are all descriptions which fit this recent noteworthy addition to the SUSSMAN fore-front style line.

The STERLING is a moderately priced easel in regular outside sizes and is a real value.

A complete range of sizes will accommodate all your requirements in an easel style.

Print Size		Outside Size	Price per 100
3 x 5		4 3/4 x 6 7/8	$ 5.75
4 x 6		5 5/8 x 8 5/8	7.25
5 x 7		6 3/4 x 9 1/2	8.50
7 x 5	Group	8 7/8 x 7 5/8	10.25
6 1/2 x 8 1/2		9 1/2 x 12 1/2	14.00
8 x10		10 x13 1/2	15.50
10 x 8	Group	12 1/2 x11	16.00

Drexel Folders

Perfection Coated Duplex Cover Stock—Rag Stock Insert—Deckled Edges—Slip-in Style—Buff and White Shades

This folder has been especially designed for the customer who demands that the finished photograph be of exceeding simplicity and attractiveness, mounted in folder. The soft tone of the Coated-embossed cover stock, neat insert design with plate sinking around it, all lend to an appeal which cannot be denied.

Print Size		Outside Size	List Price per 100
3 x 4		5 x 7	$ 6.00
3 x 5		5 1/2 x 8	6.75
4 x 6		6 1/2 x 9 1/4	8.50
5 x 7		7 1/4 x10 3/4	10.00
7 x 5	Group	9 1/8 x 8 1/8	10.50
6 1/2 x 8 1/2		9 1/4 x12 1/2	13.00
8 x10		10 3/4 x14	15.00
10 x 8	Group	13 x11 3/8	15.00



Manufactured by A. SUSSMAN

"Sussman Mounts Are Paramount"

HIRSCH

Distr

Are Paramount

Gleason Folders

Sample on receipt of List price

rdicoat Duplex Cover Stock—White or Buff Antique
Insert Stock—Deckled Edges, Cover and Insert—
Slip-in Style—White or Buff Shades

This new, completely different folder, a real leader, tures a sketched line design effect, which is distinctly vel and effective.

The cover stocks present rich, subdued color tones, ich are enhanced by a double plate sinking.

Your Fall requirements in folder style must include s folder.



nt Size		Outside Size	Price per 100
x 4		5 x 7	$ 6.00
x 5		5½x 8	6.50
x 6		6½x 9¼	8.00
x 7		7¼x10¾	9.50
x 5	Group	9⅛x 8⅛	10.00
½x 8½		9¼x12½	12.50
x10		10¾x14	14.50
x 8	Group	13 x11⅝	14.50



Kelvin Easels

Creation Coated Duplex Cover and Insert Stock—
Serrated Edge Underlay—Slip-in Style—
Gray and Neutral Shades

Strikingly modern in stock and design, most attractively framing photographs, aptly describes the Kelvin easel. In oversized dimensions throughout all the sizes in which it is made, it is a style which once seen, will demand instant attention and produce customer demand for additional pictures.

Print Size	Outside Size	List Price per 100
3x4	4¾x 6¾	$ 6.00
3x5	5⅜x 7⅝	7.50
4x6	6⅛x 9	9.00
5x7	7⅛x10⅛	10.00

COMPANY, Philadelphia, Pa.

& KAYE

utors

"Sussman Mounts Are Paramount"

NEW KODATRON SPEEDLAMP

FOR ULTRA-SPEED PHOTOGRAPHY

Now Ready for Market

Modernized with Improved Circuit and New Features, High Speed Lighting Unit Will Be Offered in Commercial, Illustrative, News, Portrait, Medical, Scientific and Technical Fields.

A COMPLETELY modernized lamp for ultra-speed photography in all its branches, incorporating an improved circuit, new safety and convenience features, and attractive styling that fits it for use in the finest of studios, is now ready for distribution.

The new unit, to be known as the Kodatron Speedlamp, is intended for photography in the commercial, illustrative, portrait, news, medical, scientific and technical fields. Utilizing a gas-filled, electrically-operated flash tube, it provides an extremely high volume of light, comfortable to the eye and well balanced for photographic purposes, at an effective flash speed of about 1/30,000 second.

To the photographer, this new lamp opens the way for pictures of superb technical quality in either black-and-white or Kodachrome, at extremely low illumination cost, with extremely small lens apertures, and with no chance of subject motion in the negative or color transparency. A summary of the advantages, as ascertained thus far, includes:

1. Critically sharp pictures of subjects moving at high speed.

2. Simple, positive synchronization with most types of camera shutters, and no need of adjustment for lag.

3. Ability to flash any number of lamps in unison, with perfect synchronization, by means of simple photocell control units which eliminate the need of wiring from lamp to lamp.

4. High-speed color photographs with Kodachrome Film, in addition to black-and-white photographs.

5. Great depth of field, owing to the small apertures which are made possible by the high volume of light.

6. Uniform volume of light at each flash, with no practical deterioration as the flash tube ages.

Tube Yields More Than 5,000 Flashes

7. Long life of the flash tube (upwards of 5,000 flashes).

8. Subject comfort in pictures, which include models, and better conditions for commercial subjects such as food displays which deteriorate readily —since the Kodatron lamp is free from the heat produced by conventional high-wattage studio lamps.

9. Accuracy of modeling, a modeling or focusing lamp being centered in each flash tube so that the angle of lighting is precisely the same for both flash and modeling light. The modeling light also gives a faithful preview of the light balance that will be obtained in the flash photograph.

10. No eye discomfort for subjects, because of the extreme brevity of the flash. To the eye, the Kodatron flash appears much softer and far less intense than other types of photographic flash illumination.

11. Normal pupil size in a subject's eyes, owing to the moderate illumination level used in modeling and focusing.

12. A specially-designed reflector, which yields illumination intermediate between that of a spotlight and a floodlight. Well suited for general lighting, the reflector is also directional enough to increase the intensity along the axis

(Continued on Page 19)

New Kodatron Speedlamp

(Continued from Page 18)

to a considerable degree, for shots at long range.

13. Unique economy of operation, owing to the long life of the flash tube, extreme durability of tubes in the power unit, and an indefinitely long life for the power unit itself.

14. Low power consumption, which effects a substantial two-way saving: first, in lower electric bills; second; in studio wiring requirements. The Kodatron Speedlamp does not require the special wiring necessary for ordinary studio lamps.

15. Reasonable portability. Reflectors and power units for three lamps can be carried in the rear end of a business coupe or sedan.

Solves Long-standing Problems

With the Kodatron Speedlamp, ultra-speed photography is no longer a laboratory stunt. Subject motion, once a problem in many fields of photography, is now an asset. The new lamp also provides complete freedom from certain other limitations of the past, and greatly extends the range of practical photographic subjects, treatments or effects. For the commercial and illustrative studio, it solves the ancient three-horned dilemma of subject motion, field depth, and adequate illumination—especially in color photography. In the scientific, medical, and technical fields, its uses are virtually unlimited. It has definite application in portrait photography, whenever an apparently unposed, characteristic effect is desired, or when the subject is a child or unpredictable pet.

Where large areas are to be covered, the Kodatron lamp has unusual value because of its long throw and great intensity. In spite of its apparent mildness, the single flash provides illumination equivalent to that of 40,000 fifty-watt tungsten lamps. This quantity of light is sufficient to provide a fully-timed negative of an average subject 50 feet from the camera at a lens aperture of f.11, when used with films especially recommended for this type of radiation. Correspondingly smaller apertures can be used when the subject is nearer the lamp (or lamps).

The Kodatron flash is accomplished by discharging a condenser through a gas-filled tube. Ordinarily 110-volt, 60-cycle current is led into the power unit of the lamp, where a specially-constructed transformer steps it up to 2,000 volts. This current is then rectified and used to charge a condenser. When the trip circuit is closed (manually, by a flash synchronizer, or by the photocell unit), the energy stored in the condenser is discharged through the tube in approximately 1/30,000 of a second, producing a flash of high photographic efficiency.

Most Useful Speed Is 1/30,000

In photography with the Kodatron lamp, the time of exposure is fixed not by the shutter speed used but by the duration of the flash. An effective flash duration of 1/30,000 second combines high volume of light with ability to stop virtually any moving subject, except a rifle bullet. In these high speed lamps, the time of the flash is determined by the capacity of the main condenser in the power unit. By using a smaller condenser, it would be possible to speed up the flash to any desired point—such as 1/1,000,000 of a second, or less—but the volume of light would decline correspondingly, thus reducing the general utility of the lighting unit. For this reason, and on the basis of extensive experiments, 1/30,000 second has been selected as the ideal flash speed for all-around usefulness.

This flash speed is, of course, many times faster than the highest setting of any camera shutter. It is some 800 times as swift as the wink of an eye, and approximately ten times as fast as is necessary to stop an athlete in action. If one second were represented as a mile, the effective duration of the

(Continued on Page 20)

New Kodatron Speedlamp

(Continued from Page 19)

Kodatron flash would correspond to about two inches of this distance.

An interesting feature is that, owing to persistence of the image on the retina of the eye, the flash seems to last about 1/25 to 1/50 second; and when a swift-moving subject is photographed by means of these lamps, it will appear to "freeze" for just about that length of time.

Current Consumption Is Small

With the Kodatron lamp, one flash can be made every ten seconds—this being the charging time of the condenser. The charging takes place automatically, and the ten-second period allows convenient time for changing film and resetting the camera shutter. Current consumption is quite small during the charging cycle—about five amperes at the start, decreasing in a few seconds to less than one ampere—and this explains the extreme operating economy of the Kodatron lamps. Two to three of the lamps can be operated safely on an ordinary house-lighting circuit fused to 15 amperes.

Quality of the Kodatron light is excellent for photographic purposes, not only in actinic value but also in color balance. Excellent tonal rendering is obtained in black-and-white photographs on panchromatic films without the attendant over-correction in the red, which is characteristic of these materials when used with tungsten illumination. For color photography, Professional Kodachrome Film yields highly satisfactory results when used with moderate correcting filters, soon to be regularly supplied.

The Kodatron Speedlamp, as now available, is a compact, efficient studio unit. It consists of a power unit 8x10x9 inches, and an 18-inch spun-aluminum reflector on a telescoping steel stand which can be extended to a height of 8 feet—both mounted on a small tray-top steel base to which rubber-tired, swiveled casters are attached. Finish is gray, with some metal parts finished in polished chrome.

Portable For Assignments

For assignments away from the studio, newspaper office, or other base of operations, the reflector and power unit alone may be used. Each power unit has a convenient carrying handle on top. Reflectors can be mounted on tripods, without need of alterations, or can be held by assistants. The weight of the power unit and reflector is about 40 pounds; that of the complete lamp, with base, 59 pounds. Ordinary residence, hotel or convention hall wiring is adequate for these lamps, as noted above.

Controls are concentrated in a small panel on top of the power unit. These controls include the flash trip, "off and on" switch for the main power line, and a red pilot light, which shows when the unit is in operation. A single cable from the power unit to the reflector carries wiring for both the flash lamp and modeling light. The lamp cable, and the 110-volt, 60-cycle electric supply cord, plug into the sides of the power unit, and must be removed before the hinged top can be lifted. This arrangement—plus an automatic cut-out switch which functions as the power unit lid is opened—makes it impossible to touch a "live" connection.

Uses Krypton-Xenon Mixture

The flash lamp itself has a tubular frosted glass shell, fitting over a spiral glass tube which contains a mixture of krypton and xenon gases. This is the flash element, the gas heating to incandescence when the condenser charge is released through it. Centered in the coil of the gas tube is the modeling light, a V-filament projection type bulb of moderate wattage and long life.

Synchronization of the Speedlamp to the camera shutter action may be accomplished by the simplest type of contact adjustment. (A special synchronizing unit for use with shutters

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New Kodatron Speedlamp

(Continued from Page 20)

having a cable release socket is available.) After attaching the synchronizer, the shutter is simply held up to the lamp, and the release operated. If the flash reveals the complete circular aperture of the lens, synchronization is perfect; if the shutter blades are seen partly opened, a slight further adjustment is necessary. This ease of checking makes it possible to test the synchronization at any time, without the bother or expense of test exposures.

As many lamps as desired may be flashed in synchronism, to cover large areas or to obtain better modeling. Two methods are practical. One is to use wiring from lamp to lamp; the other, to use small accessory photo-electric trip units which clip directly to the lamp standard.

Photocell Control Is Convenient

In photo-electric synchronization, a photocell unit is used on each lamp except one, which is connected by wire to the camera shutter. Inter-lamp wiring is eliminated, since the shutter-actuated flash of the first lamp fires all the others, through the action of the photocell units. This method of synchronizing is particularly convenient when the set-up is extensive, or when lamp-to-lamp wiring would be in the way.

Outdoors, or in a dark-walled studio, the photocell units are effective at distances up to more than fifty feet, but in these locations each photocell must be placed so that it can "see" the first lamp. In a studio with light walls, the photocell units will operate by reflected light, almost regardless of their placing. They cannot, however, be accidentally actuated by daylight or the general studio illumination.

Price of the complete Kodatron Speedlamp unit, ready for use, is $400. The Kodatron Flash Tube, for replacement at intervals of 5,000 or more flashes, is priced at $30.

Order from HIRSCH & KAYE
Pay by the month, if you wish.

Price Reduction

The price of the American Beauty Electric Heating Iron is now $3.95. At this price every photographer can afford to have one in his work rooms. The price reduction is made possible by the quantity of mounting irons sold. Especially now, at the approach of your busiest season, a dry mounting iron will be a most desirable accessory.

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Focal Plane Shutter Flash Synchronization

This is the name of Service Bulletin #27, which has just been added to the group of Service Bulletins we have published in recent months. Some of our readers may not know that we have these bulletins pertaining to various phases of photography, and already found very helpful. Anyone desiring a complete set of Service Bulletins may obtain the set on request.

Appreciated

A letter received from a customer was sent to the Stock Department and was very much appreciated. The letter speaks for itself, and is as follows:

> "We received the frames OK and yesterday received the folders. We appreciate the way the embossing was done, as someone surely used their head and their artistic ability.
>
> "Again wanting you to know we liked the way the order was delivered to us.—J. D. E."

←⁘→

"Cap" Crane, owner of the former McMillan Studio in Vallejo, made a brief visit to our office in connection with his attendance at the session of the Grand Lodge of California. Mr. Crane is a Past Master of his Masonic Lodge.

Greeting Card Production Outfits

FOR the 1940-41 Christmas and New Year season, greeting card production outfits will be offered as follows:

Eastman Greeting Card Production Outfit No. 1 and the Metal Foil Gummed Seals offered last year will be continued.

Eastman French-fold Multi-Use Greeting Card Production Outfit No. 4 will replace the No. 2 Outfit. This new outfit consists of two greeting card masks (one for vertical, the other for horizontal negatives) for French-fold style cards. Each mask provides for using either of two designs on the front of a French-fold card and a Christmas sentiment and the customer's name inside. The two designs that come with each mask are a Christmas candle design and a stippled poinsettia design. Each mask serves for 2¼ x 3¼, 2½ x 4¼, or 3¼ x 4¼ negatives. The various parts of these masks are hinged, permitting easy arranging of the wanted negative mask and design-negative. Six different folders can be produced with each of these masks: Three sizes vertical and three horizontal, with either of two cover designs.

Also new this year is a set of eight Eastman Greeting Card Masks, known as Eastman Greeting Card Production Outfit No. 5. Four of these masks are of the "candle-stipple" style, designated as "CS", two vertical and two horizontal; and the other four are of the "holly-ribbon" style, designated as "HR", two vertical and two horizontal. These masks accommodate 2¼ x 3¼ and 2½ x 4¼ negatives and masked-down sections of larger negatives.

Eastman Greeting Card Production Outfit No. 1:
(For Azo cards, plain or deckle edge.)
Includes: 2 masks for horizontal and vertical 2¼ x 3¼ and 2½ x 4¼ negatives and sentiments (6 vertical and 6 horizontal); 1 Kodaloid Embossing Guide for 4¼ x 5½-inch cards; set of instructions.....$3.00

Eastman French-fold Multi-use Greeting Card Production Outfit No. 4:
(For French-fold Ad-Type cards.)
Includes: 2 masks for horizontal or vertical 2¼ x 3¼, 2½ x 4¼, or 3¼ x 4¼ negatives and sentiments; set of instructions. (Resulting cards are 4¼ x 5½ inches, folded from 8½ x 11 paper) $3.00
Vertical or Horizontal Mask *only*, each $2.00

Eastman Greeting Card Production Outfit No. 5:
Includes 8 masks: CS620V, CS620H, CS616V, CS616H, HR620V, HR620H, HR616V, HR616H $3.00
Single Masks, each.....$ .75

Greeting Card Envelopes:
(For 4¼ x 5½-inch cards.) *Unlined, white or old ivory—

	List
Per M	$4.50
Per 500	2.65
Per 100	.90

*Lined, white or old ivory—

Per M	7.50
Per 500	4.15
Per 100	1.30

*Unlined envelopes, white and old ivory, in unbroken packages, may be assorted to obtain quantity price. Lined envelopes are subject to the same conditions. However, unlined envelopes may not be combined with lined envelopes to make up a quantity.

Metal Foil Gummed Seals:
Six styles: Red-gold candlestick, red-gold initial M, red-white-silver Santa Claus, blue-silver initial B, blue-silver bell, green-gold Christmas tree:
Per pkg. of 100, one style.....$ .30
In lots of 6 packages or more, one style or assorted styles, per package .....$ .25

(Continued on Page 23)

Elwoods New *Streamlined* Special Model SP-2

New Features

- DEEPER Improved Reflector
- PERFECT for Color Work
- MORE Light
- MORE Brilliant Pictures
- ALL CAST and MACHINED Aluminum Body and Front
- POLISHED TRIM
- LARGER Bronze Slide for Front
- Heat Absorbing Filter
- Adjustable Masks Above Negative
- Spring Counter-Balanced
- Grey Wrinkle Enamel Finish

This machine, equipped with the Swing Tilt Lens Board and Table, will do every kind of projection printing.

Price of Enlarger, complete, except Baseboard, Swing Tilt Lens Board and Table.....**$72.00**

Pay monthly—if you wish.



Model SP-2
For Negatives from 2¼ x 2¼ to full 5 x 7 inches

(Continued from Page 22)

AZO PAPER, GRADES E, G, AND P, DOUBLE WEIGHT

4¼ x 5½ (straight or deckle edge)

2 Dozen List	*Gross List*	*500 Sheets List*
$ .45	$2.00	$6.30

AD-TYPE PAPER—8½ x 11

1 Dozen List	*½ Gross List*	*Gross List*	*500 Sheets List*
$ .65	$2.95	$5.55	$17.30

	List
Separate Masks for No. 1 Eastman Greeting Card Production Outfit,* each	$ .40
Kodaloid Embossing Guide for No. 1 Outfit	.75
1 Individual Sentiment for No. 1 Outfit**	.75
1 Negative, 6 Sentiments, for horizontal cards for No. 1 Outfit	1.15
1 Negative, 6 Sentiments, for vertical cards for No. 1 Outfit	1.15

*Specify whether for vertical or horizontal card.
**Specify number of Sentiment wanted.

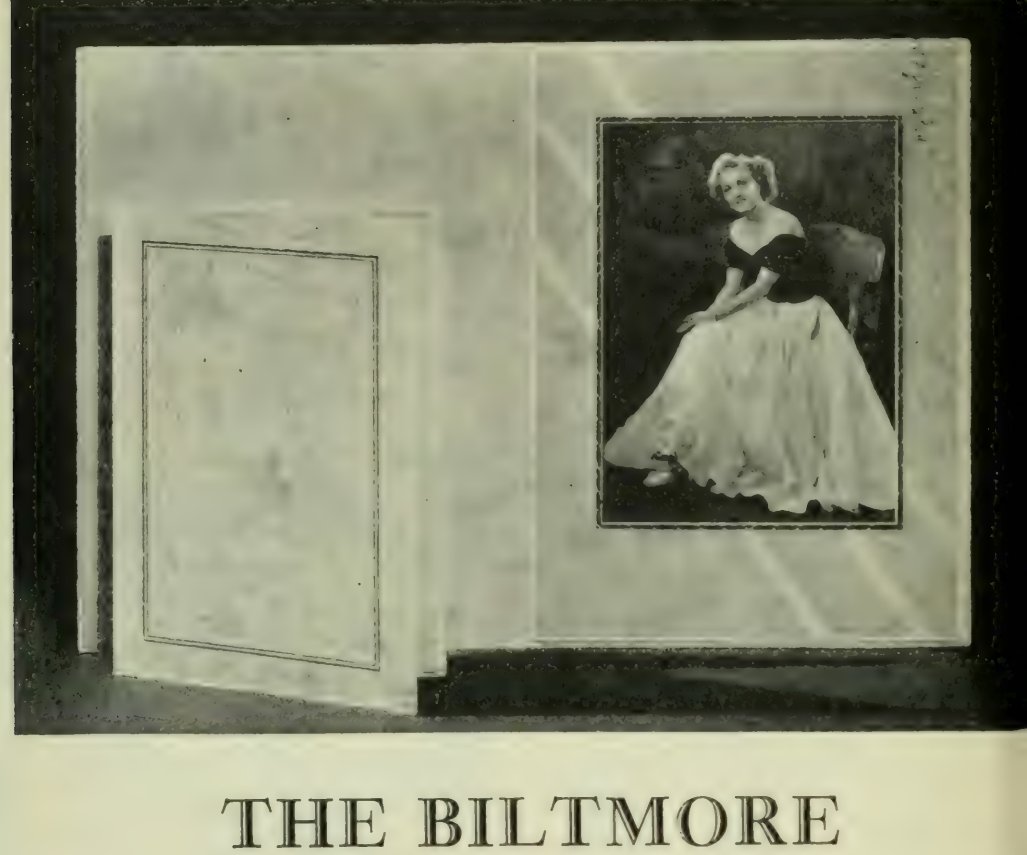
Off Fair Trade

Effective October 1, 1940, the Univex Model B-8 Movie Camera will be taken off the Fair Trade list. The Model C-8 Camera will remain on Fair Trade as formerly.

Studio For Sale

One of the most attractive studios in the West and the outstanding success in the community. Equipment and fixtures are modern. Will sell complete studio with furnishings or will sell location, good will and fixtures and remove my equipment. Here is an opportunity better than usual.
Box 2445 THE FOCUS

Quality Plus Modern Designing



THE BILTMORE

The soft blending of tints and the perfect proportion of the design produce a style that speaks quality.

For 20 cents we will send you a sample of the 4x6 size and include the ST. REGIS, a companion easel style—two styles that should bring you profitable Christmas business.

EASTMAN KODAK COMPANY

[TAPRELL LOOMIS DIVISION] CHICAGO, ILLINOI

Jerry's Corner



By Himself

Congratulations on the unsuspected wealth enjoyed by my readers

Last month I offered to show you how to make a million dollars, and to help you get started

Nobody applied. How does it feel to be so rich you don't need another million?

I see by the papers, married men are not wanted in the Draft.

That's not fair. Lots of men haven't had a chance at a real fight since they married.

Looking at it from the Army's viewpoint, maybe it's the right idea A lot of married men haven't any fight left in them.

Many a man who married in the last war, to escape the Draft, has been praying for another war.

Before a marriage license is issued, they should be sure the groom has had Army experience.

I'm wondering just what effect the Draft will have on our gang. Probably some of us will have to go. If I felt sure I would stay on the job, I'd organize a woman's reserve to help out, ages about 18 to 22, all picked by me.

The last war was fought to make the world safe for the Democrats. This time it's up to the Democrats to make the country safe for Republicans.

Manuel keeps reminding me that the first day I started to deliver packages, I spent all morning looking for a customer named Fragile.

But I finally got even with him. I asked him what piece of fire apparatus was unable to go up a one-way street. Do you know?

A fire-boat.

If I were running for President, I'd get the photographer's vote by giving them a PH-D. Doubtful Photographer.

I was listening to some salesmen in the office talking about business ethics. I wonder if they meant anesthetics?

I was down at a prune orchard near San Jose, and I asked the man what they did with all their prunes. He gave me a long explanation, and, as near as I can explain it, they can what they can, and what they can't can, they just can.

Then they get orders from the stores, where they sell what they can sell and cancel what they can't sell.

Simple, isn't it?

—JERRY.

A. K. DILDILIAN

Complete Art and Negative Alteration Service

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OVERLAND 6820

Photographers

Write for 1939 Catalog and price list, genuine oil portraits—pastels, or rebuilt damaged portraits.

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752 - 13TH STREET, OAKLAND, CALIF.

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FOR SALE

Clean, modern, ground floor studio in heart of San Joaquin Valley. Main business, portraits, but also do commercial, photo finishing, and cameras. Priced for quick, cash sale. Hurry.

Box No. 2446 THE FOCUS

STERLING TANK OUTFITS

SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output. Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.
STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



2 SIZES
12, 19 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
COMPACT
DURABLE
EFFICIENT

The best by test.

STUDIO FOR SALE

Complete studio and fixtures, modern equipment, good business location, eight years in business, trading area of approximately 15,000 people, very little competition. A real opportunity for someone desiring a paying business. Priced for a quick sale.

Box 2432 THE FOCUS

STUDIO FOR SALE

Unique opportunity for live photographer in Redwood City. Ground floor studio, completely equipped; low rent.

Must be sold on doctor's orders.

Write or see HENRY DONALD
833 Main St. Redwood City, Calif.

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering.
Description and illustration of any article gladly sent on request.

Lenses not specified in shutter, are in barrel mount.

Bausch & Lomb 1C Tessar F4.5 lens, 7 7/8-inch focus.
Bargain Price **$35.00**

Ross Homocentric F6.3 lens, 6½-inch focus, in Acme shutter
Bargain Price **$32.50**

Goerz Dagor, 6½-inch F6.8 lens in Valute shutter.
Bargain Price **$48.50**

Rodenstock Eurynar 6½-inch F5.4 lens in Autex shutter
Bargain Price **$12.50**

Goerz Dagor 8¼-inch F6.8 lens in Valute shutter.
Bargain Price **$67.50**

Kodak Anastigmat 8½-inch F4.5 lens
Bargain Price **$42.50**

Goerz Syntor 12-inch F6.8 lens.
Bargain Price **$42.50**

B & L Ser. IV Protar, 5x8 in Valute shutter.
Bargain Price **$28.50**

Schneider Xenar 11 3/8-inch F4.5 lens.
Bargain Price **$110.00**

Bausch & Lomb 4 3/8-inch 1C Tessar, F4.5 in rim-set Compur shutter.
Bargain Price **$27.50**

Goerz Dogmar 20-inch F4.5 lens; looks like new.
Bargain Price **$85.00**

Sigmar Portrait lens, 16-inch focus, F4.5 in Studio shutter.
Bargain Price **$85.00**

Cooke Portrait Ser. IIA portrait lens, 9½-inch, F3.5.
Bargain Price **$65.00**

Wollensak Triple Convertible 7-inch F6.3, in Betax shutter.
Bargain Price **$27.50**

Ilex Anastigmat 7½-inch F7.5 in Universal shutter
Bargain Price **$16.00**

Wollensak Verito, soft focus lens, F4, 8¾-inch.
Bargain Price **$29.50**

Schneider Xenar, 13.5 cm. focus, F4.5.
Bargain Price **$65.00**

Dollmeyer, 14-inch F5.6 telephoto.
Bargain Price **$65.00**

Bausch & Lomb 140 mm. telephoto for National Graflex.
Bargain Price **$39.00**

Zeiss Unar lens, 5 3/8-inch F4.5 in Compur shutter.
Bargain Price **$23.50**

Zeiss Tessar, 18 cm., F4.5 lens; like new.
Bargain Price **$52.50**

Bausch & Lomb 1C Tessar F4.5, for 3¼x4¼.
Bargain Price **$19.50**

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering
Description and illustration of any article gladly sent on request.

8x10 Studio Camera with sliding ground glass back, for two exposures on 8x10. Has 20-inch bellows.

Bargain Price **$35.00**

Studio Posing Chair, with adjustable seat. A popular model.

Bargain Price **$4.50**

Beattie Porto Pan Studio Lamp. Takes four #2 flood lamps. Has High-Low-Medium switch and 5-foot folding stand. A good studio or portable lamp.

Bargain Price **$37.50**

Halldorson Electric Studio Cabinet, using four 1500-watt lamps. Always a dependable lamp for single figures or groups.

Bargain Price **$75.00**

Graflex Enlarger Printer, without lens. Really new, a demonstrator.

Bargain Price **$49.90**

Bell & Lair 5x7 Printer Enlarger with 6½" F4.5 lens; can be illuminated with flood lamps or a Cooper Hewitt mercury tube. Furnished without lights.

Bargain Price **$23.50**

Emerson DC Motor, 1/20 H.P., 1750 R.P.M., 110-volt. Good for home-made equipment, requiring a motor.

Bargain Price **$2.50**

18-inch National Trimmer. A Bradley product. Looks like new.

Bargain Price **$13.50**

12-inch Easy Wringer. Suitable for 10x14 plates.

Bargain Price **$7.50**

18-inch Hossesboc Wringer. Good condition.

Bargain Price **$8.50**

Lantern Slide Storage Box for 25 3¼x4 slides.

Bargain Price **75c**

Sun-Ray Stand for Lamps, etc. Extends to 8 feet and has wheels.

Bargain Price **$6.50**

Sun-Ray #3 Lamp with two chain-pull sockets in 12½-inch reflector, on 7-foot folding stand.

Bargain Price **$7.25**

Photo Flood Spot. Focusing model, on 5-foot stand.

Bargain Price **$10.75**

Halldorson Home Portrait Four-Lamp Outfit, in case which, when opened, seems as cabaret and provides reflector for each lamp. Uses 500-watt T20 or #1 flood lamps. No stand provided.

Bargain Price **$15.00**

Arc Spot Lamp, with stand and cord. Can be used with Fluorescent lamp installations.

Bargain Price **$17.50**

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering
Description and illustration of any article gladly sent on request.

Eastman 15-inch Metal Trimmer. Looks like new.

Bargain Price $17.50

Halldorson Home Portrait Portable Twin Arc. A good lamp for proofing or for commercial jobs

Bargain Price,
without stand **$12.50**

Carrying Case for Duplex Jr. Twin Arc Lamp; also suitable as miscellaneous equipment case. Strong, made of heavy fiber, reinforced

Bargain Price $4.50

Cooper Hewitt M Tube Outfit for A.C. Complete on stand and ready for use. Ideal enlarging light for 8x10 negatives. Does away with condensors

Bargain Price $98.00

Glass Jugs, transparent and clear

Bargain Price ..... 15 cents ea.

Johnson Hi-Lite Ventlite, adjustable to 7 feet on stand provided. Reflector has 6½-inch square opening, with adjustable wings. Uses 500-watt T20 or #1 flood lamps.

Bargain Price $7.50

Sun-Ray #35 Lamp with 6-foot folding stand. Deep type reflector with mogul socket for #4 flood lamp. Can be tilted many directions.

Bargain Price $11.50

Testrite Trio, three-reflector unit. Each reflector individually controlled. Has dim-bright switch and 4-foot stand. Uses #1 flood lamps.

Bargain Price $7.75

8x10 RB Enlarging Camera. Used with 14-inch condensers, or the Cooper Hewitt M Tube Outfit offered this month in this section; would be a perfect enlarger for 8x10. Camera looks like new, as it was used only on display.

Bargain Price $44.50

5-lb. bottles of **Formaldehyde.**

Bargain Price ..... $1.75 ea.

Gadget Bags. Made of imitation brown leather such as is used for upholstering, and will last indefinitely. Contain numerous interior pockets.

Bargain Price $5.50

Heavy Duty Used Paper Cutter. Recently sharpened and in good condition. Has 14½-inch blade.

Bargain Price $6.50

Pako Liberty model Print Dryer for matter prints. Gas heated.

Bargain Price $49.50

4x5 Korona View Camera with 15-inch bellows, one film holder. Looks like new.

Bargain Price $30.00

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering
Description and illustration of any article gladly sent on request.

BARRE ADJUSTABLE SQUARE SCREEN HOLDER

Designed for use with square filters of any make or for the Barre Adjustable Foreground Filter. The filter or screen is securely held in place by springs and the foreground filter can be moved up or down within the holder, to conform to the picture. A revolving ring, operated by an outside lever, permits instantaneous fitting of the holder to any lens hood, the size of the holder down to within 5/8 the size of the filter.

1¼ inch	$ .50
1¾ inch	.50
2⅜ inch	.65
3½ inch	.75
4¾ inch	.85
2 inch	.65
3 inch	.75

11x14 Crown Printer #2. This is a popular model of professional type printer. Platen operated by hand, with provision for masking and vignetting. Looks like new.

Bargain Price **$59.50**

ELWOOD SPECIAL ENLARGERS

Actually new and in original cases. These are the models which formerly sold for $63.00.

Bargain Price ..... **$50.00** each

Century Studio Vignetter. Designed for use on Studio Cameras.

Bargain Price **$6.50**

4x5 Graflex D with 7½-inch B & L Tessar F4.5 Lens. Includes film pack adapter.

Bargain Price **$79.50**

BARGAINS IN MOTION PICTURE SCREENS

These are table model screens.

Arrow Beaded Screen,
30x40 ..... **$11.75**

Da-Lite Beaded Screen,
30x40 ..... **$10.00**

Century 10A Studio Camera with 30-inch new bellows. Includes 8x10 Sliding Back and 8x10-5x7 Back. Kits are provided for two pictures on each film. A Semi-Centennial Stand is included and the outfit is in fine condition.

Bargain Price **$135.00**

5x7 View Camera with 22-inch bellows. Case and two film holders.

Bargain Price **$29.50**

Hauff Amidol

$6.50 ..... per lb.

Hauff Glycin

40 cents an ounce or
$1.25 a quarter lb. bottle

Keystone A81, 16 m/m Projector with 750-watt lamp. Excellent condition.

Bargain Price **$49.50**

Simplex Pockette 16 m/m Movie Camera with F3.5 lens and case. Uses magazine type film.

Bargain Price **$18.50**

Filmo 70A Camera with F3.5 Cooke lens and case.

Bargain Price **$52.50**

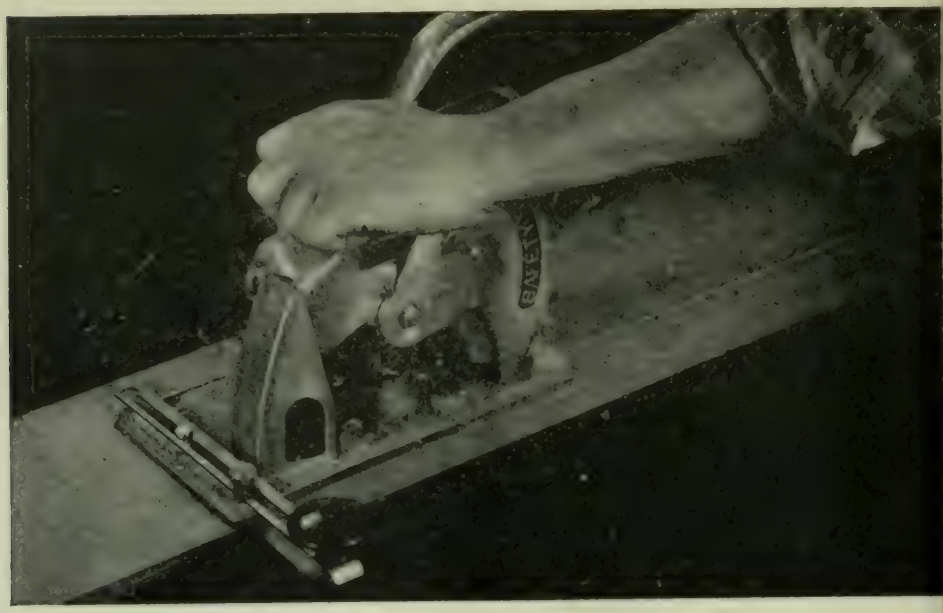


They Prefer OPAL

THE smartness of a portrait is accentuated by its quality—the warmth of tone and brilliance one finds in all Vitava Opal prints, regardless of their size. That's why photographers and customers, alike, prefer Vitava Opal. There are fourteen attractive grades to choose from. Eastman Kodak Company, Rochester, N. Y.

VITAVA OPAL PAPER

OR ENLARGEMENTS OF CONTACT PRINT QUALITY



KODATRON SPEEDLAMP *Flash of 1/30,000 Second Freezes Motion*

THE saw in the illustration above, traveling well over 1,000 r.p.m., was stopped cold, with sawdust in air, by a Kodatron Speedlamp flash.

No human motion is too fast for this lamp. Models need not be posed and the fastest motion of athletes, dancers, active children, or nervous animals is easily caught by this powerful light.



EFFICIENT AND ECONOMICAL OPERATION

The Kodatron Speedlamp consists of a power unit, flash tube, and reflector on an 8-ft. telescoping stand equipped with rubber-tired casters. The power unit converts 110-volt 60-cycle alternating current to 2,000 volts, stores it in a condenser, and a Strobotron Tube discharges it through the Kodatron Flash Tube in 1/30,000 second. The gas-filled flash tube has a life of over 5,000 flashes. The quantity of light generated is sufficient to produce a fully timed negative of a subject 50 feet away at *f* 11. A modeling light within the tube gives a preview of the light balance on the subject. Shutter synchronization is simple.

Kodatron Speedlamp complete, including power unit, Kodatron Flash Tube, 18-inch reflector, telescoping standard and synchronizer cord ..... $400.

Kodatron Flash Tube (replacement) ..... 30.

Complete descriptive circular on request

EASTMAN KODAK COMPANY, ROCHESTER, N. Y.

THE FOCUS

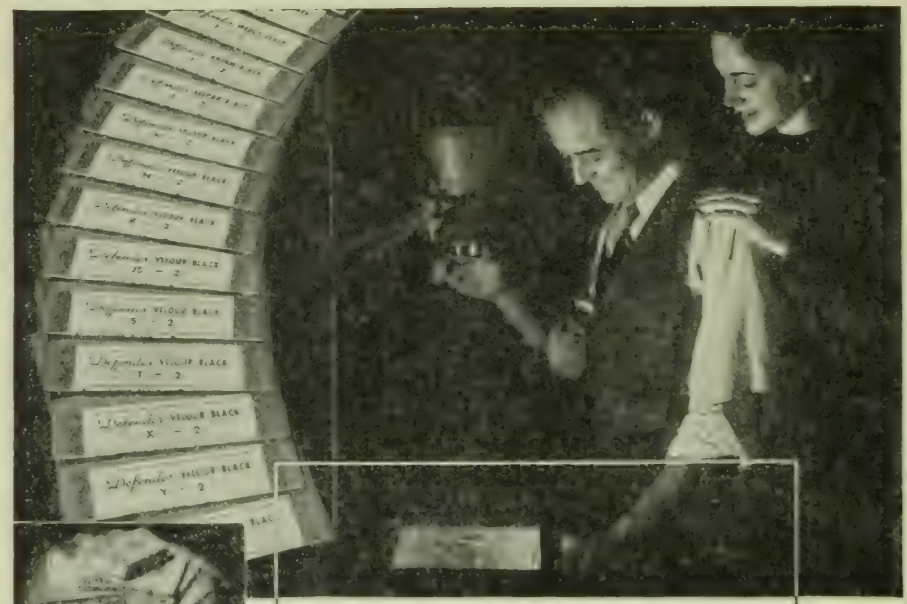
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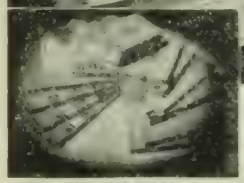
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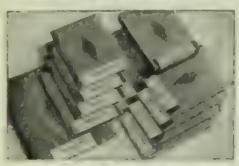
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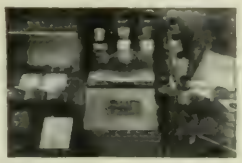
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DEFENDER CHROMATONE PROCESS—for full natural-color prints from color-separation negatives.

VELOUR BLACK

for Picture Making Success

Defender Velour Black proves its merit upon the easel of your enlarger. For every negative there is available the choice of four properly spaced grades of contrast, which, when correctly exposed and developed as recommended, will show you convincingly what laboratory tested quality means in an enlarging paper. Detail in shadow and highlight that are visible in the negative are there in your print. It's a vivid, life-like reproduction with a paper whose tone and balanced gradation bring out and enhance the values of the negative. Ask your dealer for the Velour Black Surface Chart showing 16 of the 24 available surfaces, —or write.

For prints for reproduction use Defender ILLUSTRO —a Velour Black emulsion in a surface that gives you all the crisp brilliance of a glossy print without the glare.

Defender

DEFENDER PHOTO SUPPLY CO., INC., ROCHESTER, N.Y.

THE FOCUS

Prepared and Published Monthly

In the Interest of Professional Photography

By HIRSCH & KAYE

239 GRANT AVENUE, SAN FRANCISCO

The Largest Independently Owned Complete Photo Supply House in the West

VOL. XVI | NOVEMBER, 1940 | No. 11

INTRODUCING—



F. E. SCOTT
Elko, Nevada

F. E. Scott is one of those rare individuals who worked six months for a photographer to learn the trade and was afforded the "rare privilege" of paying $50 for the "honor."

He came into this business of "mugging" people when photographers made practically everything they used. They even sensitized the paper upon which the photographs were printed. This was about the end of the wet plate days.

Retouching at that time was done with a sharp needle. It was a case of scratching out the elevated portions, rather than filling the low ones in with a pencil as is the case today.

When Scott made his appearance on this earth, February 8, 1866, in Philadelphia, he wasn't thinking about the pictures he was going to take, and it wasn't until he was a young man that he got the idea. At that time he was considered quite an artist, and he decided to express that art in taking pictures rather than trying to draw them. It was then he started his apprenticeship.

One of his earliest recollections was when he was in Muscatine, Ia., where his father was in charge of the Herschey Shetland Pony Ranch. Then his dad moved to Wilton Junction, Ia., and went into the grocery business, and "Scotty" was brought up as a unit in this endeavor.

When he had learned something of the art of photography, he went to Iowa City, Ia., to work. The man for whom he worked lived on bread and jam, and Scotty said he needed some meat and potato sandwiched in, so he quit and went to Rock Island, Ill., where he held his first real job. When he left there for Topeka, Kan., he figured he was going to the "wild and wooly West," and, incidentally, to the jumping-off place.

It was later, in Santa Fe, N. M., that he had one of his greatest experiences in the business he was following. He was in charge of an old-fashioned photo tent. They were common in that day, but have since faded from the picture.

But this experience was not as interesting as the period he spent on the Haynes' palace studio car, "The Finest Photograph Gallery on Wheels." It was elaborately finished in mahogany, he recalls. "We would stop in each town for a day. The railroad would move us to the next town during the night.

"I remember well that we'd have people waiting for us at the station when we appeared, sitting on the platforms with their legs dangling, probably talking about the 'adventure' they were about to undergo. We'd drop the steps on the back of the car and be ready to go. All pictures were paid for in advance, as they knew the money

(Continued on Page 21)



Sell only mounted photographs

MOST any ten-cent store offers quite good-looking, cheap frames—but they are not photo mounts and the public senses this. But if you are counting on customers sponsoring your name to their friends, it pays to concentrate on finer qualities of mounts.

The patron who comes in for a sitting appraises your talent and your scale of prices to a great extent by the accessories of style she sees about her. Mountings have a direct influence upon your clientele. They help to sell more units and at better prices.

THE GROSS PHOTO SUPPLY CO.
MANUFACTURERS TOLEDO, OHIO

Canadian Agents: W. E. Booth Company, Limited, Toronto, and Montrea

HE NEW STUDIO REGISTER

N approved bookkeeping system for the studio. Over 180 pages, 8¼ x 13½ inches in size. The studio record pages tabulate such essential information ate of sitting, name and address of customer, proof record, order record, value of order, amount paid down, and space for remarks. An alphabetical index provides a perfect permanent record for negative numbers. Pages uled in blue and red—imprinted in black. Book is in hard covers, leatherette red to provide a permanent year-in-and-year-out record of the studio's ness.

A RECORD OF SITTINGS

The Studio Record Book gives you 160 pages with space for over 1280 rate entries of sittings. It gives you a complete "case history" of every g you make.

A CASH BOOK

Also takes the place of a "cash book." In the record of every sitting you the cash deposit—and the final payment, when made. Gives you an nt record of "monies due."

NEGATIVE NUMBER RECORD

Provides an approved system for numbering your negatives. The number e sitting becomes the file number of the negative, and the order and negative bers run consecutively through the book.

ALPHABETICAL CROSS INDEX

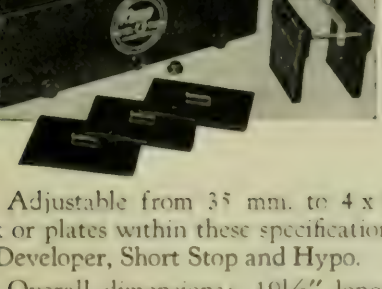
In the Studio Record Book 28 pages of ruled space provides for alphabetical ngement of customers' names, followed by the negative number. It provides ss index for locating negatives either by number or name.

A COMPLETE RECORD OF THE ORDER

The Studio Record Book provides you with an approved, up-to-date keeping system for recording all studio transactions. No studio can afford e without it.

A NECESSITY IN THE STUDIO

PRICE EACH **$4.95** COMPLETE



Devel-O-Tank

Designed as a complete and compact developing unit, offering convenience, efficiency and economy to amateur and professional alike, the DEVEL-O-TANK is complete in every detail.

Adjustable from 35 mm. to 4 x 5". It accommodates any cut film, film or plates within these specifications. It is divided into three compartments Developer, Short Stop and Hypo.

Overall dimensions: 19½" long—5" wide—6½" deep. Each compartt holds 64 ounces of solution. Built entirely of hard rubber and stainless l.

Price $7.95

3 Views WITH 1 LENS

WITHOUT MOVING THE CAMERA





Commercial photographers like the triple convertibility of the Wollensak Series Ia Velostigmat.* Photo I—taken with Velostigmat 13″ focus doublet; Photo II—20″ rear element only; Photo III—25½″ front lens—all from same point. A finely corrected anastigmat—ideal for all commercial and architectural photography, group work, landscapes, copying, enlarging. Negatives are clear, sharp. You'll need one often this year. Get it now!

Reg. U. S. Pat. Off.

★WRITE FOR FREE BOOK



WOLLENSAK OPTICAL COMPANY

ROCHESTER, NEW YORK

WOLLENSAK

ABOUT THOSE HOLIDAY RUSH ORDERS

Again we ask your co-operation in helping us maintain our usual rompt and efficient delivery service during the busy holiday season ist ahead. Errors and insufficient information cause delays—so lease be careful when sending in orders to specify clearly:

1. Paper sizes.
2. Whether single or double weight.
3. Degree of contrast.
4. Color of mounts.
5. Size of mounts.
6. Quantity of each mount in each size.
7. Whether or not, if we are temporarily out of the specific merchandise you request, we may substitute a similar article at approximately the same price. If possible, please mark on your order the substitute you prefer.
8. Embossed or not embossed.

It will aid us greatly also if you will:

Place your orders as far in advance as possible.

When telephoning or telegraphing orders allow sufficient time to get it to the common carrier you specify.

Ask for the Order Department, when you phone your orders. This gives you prompt access to six people instead of one, who may be occupied with another call.

Last, but not least—don't hesitate to send us an order marked rush"—we'll get it to you somehow.

Thank you, and may you enjoy a most prosperous holiday season.

HIRSCH & KAYE

he follows a good example . . .





"I Have Been Using

Mallinckrodt Chemicals For Years And

believe that they will meet the most discriminating standards. When I was just starting out in photography, a top-ranking photographer whose work I greatly admired recommended the use of the Mallinckrodt products to me. I know that they contribute greatly to the success of any photograph."

NOWELL WARD . . . A.R.P.S. . . . CHICAGO . . . ILLINOIS

A complete line of Photo-Purified Chemicals, a standard of excellence since 1867. Chemically and physically perfected—free-flowing—dissolving quickly into clear, fine working solutions.

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70-74 GOLD STREET NEW YORK, N. Y.

CHICAGO PHILADELPHIA TORONTO MONTREAL

• SINCE • 1867 •

Defender

Chromatone Process

THIS color printing process makes possible photographic prints in full natural color from separation negatives. Simplicity, certainty and uniformity characterize and recommended this process. No special dyes, transfer sheets or special films are required to produce from one to a dozen or more enlargements or contact prints from suitable separation negatives.

How It Works

Three positive prints are made, one from each of the three color-separation negatives. These prints, made on the Chromatone base (a stripping film), are separated from the backing paper and toned to the proper colors, magenta, blue green and yellow. Superimposed in register, one upon the other, these toned images form a Chromatone print reproducing the full color and brilliancy of the original scene or subject.

The Essential Printing Medium

Chromatone Photo Print Paper has a rapid printing positive emulsion, suitable for either contact or projection. The emulsion is coated upon a collodion stripping layer, cast upon a heavy paper base for support. During processing, this stripping film separates from the support. This paper has a delicate matt surface which is obtained by assembling the print emulsion side up. Glossy effect is obtainable when the print is assembled collodion side up.

The material can be handled in lights that are safe for ordinary bromide papers.

Made in two grades (collodion stripping) *Normal* (No. 2)
Soft (No. 1)

For positive transparencies, three-color printing and general use where a fast printing collodion stripping paper of normal or soft gradation is required.

	Dozen	½ Gross	1 Gross
5½ x 7½	$1.35	$ 7.00	$13.50
8½ x 10½	3.15	16.20	31.50
11 x 14	5.05	25.90	50.40

(Prices on sizes not listed here are available on request)

The Chromatone Outfit

The Chromatone Outfit serves as a practical and economical introduction to the making of Chromatone color prints. It contains all the materials essential for the making of twelve 5" x 7" full color prints.

What It Provides

It includes the following items: Photo Print Paper Unit for 5" x 7" prints (Photo Print Paper, 36 sheets 5½" x 7½"; Backing Paper, 12 sheets 5½" x 7½"; Backing Board, 4 sheets 7" x 9"), Developer, 6 tubes Defender 55-D; Acid Fixer (Formula 8-F) (2 Packages), ¼ lb.; Red and Blue Toner A, 8 oz.; Yellow Toner A (2 bottles), 8 oz.; Red Toner B, 4 oz.; Blue Toner B, 4 oz.; Yellow Toner B, 4 oz.; together with graduated test tubes for measuring solutions, squeegee and gummed tape, and, in addition to complete book of instructions, a 32 page booklet on Making Three-Color Separation Negatives. Also a set of three densitometrically tested negatives of an attractive still life subject from which experience in Chromatone color print making may be gained.

List Price, $7.50

Defender Products are Distributed by HIRSCH & KAYE



FOTO-PURE WATER FILTER

REMOVES all water impurities and protects negatives and prints from rust and dirt spots.

Impurities in ordinary tap water cause unnecessary disappointments. The FOTO-PURE WATER FILTER will correct this condition by ending the impure water problem. It eliminates rust and dirt and all particles in suspension in your water supply. No more spots on irreplaceable film. There is less chance of airbells resulting from suspended air carried by the water. You cut down on retouching, and reduce the amount of rejected prints caused by spotting. In short, only pure water passes through the filter. The impurities are left behind even more perfectly than in spring water which filters through natural sand beds. You can see the difference with the naked eye.

MAKE THIS TWENTY-MINUTE TEST:

Let water from your faucet run through the FOTO-PURE WATER FILTER for twenty minutes. Then take the filter apart and examine the insides. You will be surprised at the amount of foreign matter contained in your water supply.

FOTO-PURE WATER FILTER fits all faucets. Handsome and compact; lightweight construction supported by correct designing and foolproof materials. Metal parts are triple chrome-plated to guard against corrosion. Bakelite body is impervious to liquids. Cleaned in a jiffy; even the CELLULO discs may be cleaned and re-used indefinitely.

The FOTO-PURE WATER FILTER operates correctly regardless of power of water pressure. Maximum flow rate is about two gallons per minute of crystal-clear, smooth-flowing, FOTO-PURE water. With ordinary care, it will last a lifetime.

$3.50 *Complete*

(Cellulo Refills, 75c doz.)

Suggested as a resale item that will meet a ready response

Fourth Annual P. A. of A.
Greeting Card Contest

ONCE more the Photographers' Association of America is looking for unusual photographic greeting cards, cards which will provide ideas to others who wish to enter this profitable field, so that one more collection of such cards may be prepared and added to those the association already has available for the use of its members. This is your opportunity to win a cash prize—read the simple rules below.

★ ★ ★

Three Cash Prizes

$25.00—$15.00—$5.00

for the Most Original Cards

1. Any card made since January 1, 1940, is eligible.
2. Every type of photographic greeting card or announcement is eligible. Christmas cards, New Year's cards, Golden Wedding or similar announcements, birthday cards, birth announcements, place cards, change of address announcements, etc. In short, everything that is photographic and yet not straight advertising material.
3. The card need not be produced entirely by photography, though that is preferable, i. e., a photograph on a mount or in a folder is eligible.
4. Cards submitted may be either those intended by entrants for their own use, or cards entrants have made up for customers or others.
5. The contest is open to anyone in the photographic industry except officers or employees of The P. A. of A., or members of their families.
6. All such cards arriving at 520 Caxton Building, Cleveland, Ohio, no matter how or to whom addressed, will be considered as automatically entered. All cards received since the close of the last contest have been held for this one.
7. Any entrant may submit as many cards as he desires.
8. No cards will be returned, and The Association shall be privileged to use all of them, whether or not they receive prizes, for its Traveling Loan Collections.
9. Closing date of this contest is January 5, 1941.
10. Judges will be three non-competing Cleveland photographers; one portrait, one commercial, one industrial.

The Photographers' Association of America

520 Caxton Building Cleveland, Ohio

Polaroid Study Lamp



STUDY MODEL 100 . . . . . $2.95

A *new* Polaroid Lamp at a new low price. Designed especially as a study lamp and for use on the desk at home. Eye-saving, glare-free Polaroid light . . . at the price of a gooseneck.

We suggest the Polaroid Lamp as a most acceptable Gift.

"Just an Appropriate Gift for the Friend who has a Camera"

A SET OF

PEERLESS COLORS

Water Color Sets at 25c, 45c, 75c and $1.00

COMPLETE OUTFIT BOX, COLORS, BRUSHES, MEDIUM, PALETTE, ETC., $2.50

Peerless Oil Sets, Fifteen Tubes in Box..... $2.50

Complete Outfit Box with all Accessories..... $3.75

Bargain Rooms

MANY of our readers know that we have a Bargain Room in the basement of our main building on Grant Avenue. In this room we feature small items which require little space. Not so many readers know that we have another Bargain Room in our Sutter Street building, where we have appliances and equipment for the professional photographer.

On your next visit to San Francisco, plan to give us a little time so that we may take you to the Sutter Street Bargain Room and let you browse around and see the modern and standard items of equipment offered at bargain prices, as well as the unique home-made gadgets which have served their purpose and are waiting for a new owner. You will find this visit interesting and, most likely, profitable.

In another part of our Sutter Street building we have arranged a display of new, modern lighting equipment in a way you would like to see. This can be included in the same visit.

←❖→

Beauford B. Fisher, of Pacific Grove, paid a long-deferred visit to our office at a time he came to San Francisco to enjoy our opera season.

Lighting Glamour Shots With Simple Equipment

This is the name of a booklet we will gladly send free on request in order to show the possibilities of this form of lighting. While the described equipment is of miniature type, professional photographers may obtain some ideas as to the use of equipment of more professional type by a study of the book. A copy will be sent on request.

←❖→

H. George Grau and **Marshall Douglas** have opened a portrait, commercial and publicity studio in the Fairmont Hotel, San Francisco. Mr. Grau was publicity photographer for the exposition. Mr. Douglas is an experienced press publicity photographer.

←❖→

Among the many photographers from out of town who came to see the Eastman Show, we recall **Mr. and Mrs. Peter Richter** of Orland, **D. K. Reynolds** of Willits, **Mr. and Mrs. Hill,** Richmond, **Mr. and Mrs. Keeble,** Palo Alto, **Mr. and Mrs. Decker,** and **Lyle Rennick,** Fresno.

Film Rating for Fluorescent Light

Many modern photographers have replaced their studio lights with daylight-type fluorescent lamps. This naturally brings up the question of film ratings for this type of illumination.

For black and white films, the regular daylight rating has been found to be satisfactory. However, Kodachrome speeds are slightly different. Since the Master meters use the new type Weston cells, these speeds vary a bit from other Westons. The following is the result of extensive testing:

Kodachrome	*Type*	*Models 715 & 720*	*All other Weston Meters*
35 mm.	Reg.	Weston 6	Weston 8
35 mm.	Type A	Weston 10	Weston 12
16 mm.	Reg.	Weston 5	Weston 6
16 mm.	Type A	Weston 8	Weston 10
Cut Film	Professional Daylight	Weston 4	Weston 5

New Metal Frames



No. 629R
Gold or Silver

8 x 10	$1.60



No. 15X
Gold or Silver

8 x 10	$1.30
11 x 14	2.50



No. 1163
G[illegible] or Silver

5 x 7	$1.60
7½ x 9½	1.60



No. 636
Gold or Silver

5 x 7	$1 50
8 x 10	1.50
8 x 10—Double	2.70

HIRSCH & KAYE—San Francisco

New Metal Frames



No. 617F

Gold or Silver
Velvet Easel Back

8 x 10 ..... $1.30

No. 617F



No. 616

Gold or Silver
Velvet Easel Back

8 x 10	$1.50
10 x 8	1.50

No. 616—Double

8 x 10 ..... $3.00

No. 616

Sussman Mount



Sterling Easels

Sample on receipt of List price

Ciratone Coated Cover and Insert Stocks—Gray and Neutral—Slip-in Style—Serrated—Edge Underlay

Neat, sturdy, very effective, are all descriptions which fit this recent noteworthy addition to the SUSSMAN fore-front style line.

The STERLING is a moderately priced easel in regular outside sizes and is a real value.

A complete range of sizes will accommodate all your requirements in an easel style.

Print Size		Outside Size	Price per 100
3 x 5		4¾ x 6⅞	$ 5.75
4 x 6		5⅝ x 8⅝	7.25
5 x 7		6¾ x 9½	8.50
7 x 5	Group	8⅞ x 7⅝	10.25
6½ x 8½		9½ x 12½	14.00
8 x10		10 x13½	15.50
10 x 8	Group	12½ x11	16.00

Drexel Folders

Perfection Coated Duplex Cover Stock—Rag Stock Insert—Deckled Edges—Slip-in Style—Buff and White Shades

This folder has been especially designed for the customer who demands that the finished photograph be of exceeding simplicity and attractiveness, mounted in folder. The soft tone of the Coated-embossed cover stock, neat insert design with plate sinking around it, all lend to an appeal which cannot be denied.

Print Size		Outside Size	List Price per 100
3 x 4		5 x 7	$ 6.00
3 x 5		5½ x 8	6.75
4 x 6		6½ x 9¼	8.50
5 x 7		7¼ x10¾	10.00
7 x 5	Group	9⅛ x 8⅛	10.50
6½ x 8½		9¼ x12½	13.00
8 x10		10¾ x14	15.00
10 x 8	Group	13 x11⅜	15.00



Manufactured by A. SUSSMA

"Sussman Mounts Are Paramount"

HIRSCH

Distr

Are Paramount

Gleason Folders

Sample on receipt of List price

...licoat Duplex Cover Stock—White or Buff Antique
...Insert Stock—Deckled Edges, Cover and Insert—
Slip-in Style—White or Buff Shades

...ew, completely different folder, a real leader,
...a sketched line design effect, which is distinctly
...l and effective.
...e cover stocks present rich, subdued color tones,
...s are enhanced by a double plate making.
...ur Fall requirements in folder style must include
...folder.

...Size		*Outside Size*	*Price per 100*
...x 4		5 x 7	$ 6.00
...x 5		5 1/8 x 8	6.50
...x 6		6 1/8 x 9 1/4	8.00
...x 7		7 1/8 x 10 3/4	9.50
...x 5	Group	9 1/8 x 8 1/8	10.00
...x 8 1/2		9 1/8 x 12 1/2	12.50
...x10		10 1/8 x 14	14.50
...x 8	Group	11 x 13 1/8	14.50





Kelvin Easels

**Creation Coated Duplex Cover and Insert Stock—
Serrated Edge Underlay—Slip-in Style—
Gray and Neutral Shades**

Strikingly modern in stock and design, most attractively framing photographs, aptly describes the Kelvin easel. In oversized dimensions throughout all the sizes in which it is made, it is a style which once seen, will demand instant attention and produce customer demand for additional pictures.

Print Size	*Outside Size*	*List Price per 100*
3x4	4 1/4 x 6 1/4	$ 6.00
3x5	5 1/8 x 7 5/8	7.50
4x6	6 1/8 x 9	9.00
5x7	7 1/8 x 10 1/8	10.00

...OMPANY, Philadelphia, Pa.

...& KAYE
...ors

"Sussman Mounts Are Paramount"



No. 628

New Metal Frames

No. 628
Gold or Silver
Velvet Easel Back

5 x 7	$1.60
8 x 10	1.60
11 x 14	3.10



No. 633

No. 633
Gold or Silver
Velvet Easel Back

7½ x 9½	$1.60

HIRSCH & KAYE
San Francisco

New Miniature Frames



No. 1111M
Gold
with Black or Ivory
Glass
3¼ x 4¼ $1.60



No. 199
Gold or Silver
3¼ x 4¼ $2.10



No. 190
Gold
with Eggshell Mat
Square or Oval Opening
3¼ x 4¼ $3.10



No. 188R
Gold or Silver
3¼ x 4¼ $1.60
No. 188—Double
3¼ x 4¼ $3.10



No. 186
Gold or Silver
3¼ x 4¼ $2.10

HIRSCH & KAYE—San Francisco

Anniversary Graphics With American Made Lenses and Shutters

HERE is news of interest to all press photographers, and especially those who contemplate the purchase of a 3¼ x 4¼ or 4 x 5 Speed Graphic.

Press photographers often find it necessary to obtain their pictures in the briefest possible time, and at such times there is no opportunity to check such details as focusing or placing the subject in the middle of the negative. A popular lens with press photographers has been a lens of approximately 13.5 cm. for the smaller camera, and 15 to 16.5 cm. lenses for 4 x 5 cameras. The advantage of these lenses was increased angle of view, depth of field, and speed.

Now it is possible to obtain the new Ektar lens, made on a new and advanced formula, with a slightly shorter focal length. In place of the 13.5 cm. focus, the lens has a focus of 127 mm., but retains the same covering power and results in greater depth of field and angular coverage.

Furnished with this lens is the Supermatic Shutter, especially designed for use under conditions as press photographers often find them. A pressure on a button will open the shutter blades sufficiently for ground-glass focusing. This in no way changes or interferes with the setting under which you intend to use the shutter. The new equipment is offered in two sizes as follows:

3¼x4¼ Anniversary Speed Graphic, with 127 mm. Kodak Ektar f/4.7 in Graphic Supermatic shutter with Press-Focus Button $123.50

4x5 Anniversary Speed Graphic, with 127 mm. Kodak Ektar f/4.7 in Graphic Supermatic shutter with Press-Focus Button $123.50



CALLING ALL FLASH FANS!

Camera fans! How would you like to own an Anniversary Speed Graphic completely equipped with Kalart Lens-Coupled Range Finder, Kalart Master Micromatic Speed Flash and Kalart Sistogun? YOU CAN! That's the FIRST GRAND PRIZE in the Kalart FOURTH ANNUAL SPEED FLASH CONTEST—now under way!

There are 35 valuable merchandise prizes in all—worth more than $500! All you have to do is enter your favorite speed flash pictures in the contest.

So . . . get your entry blank now from your dealer or write direct to Kalart. Entry blank gives full details and contest rules. The contest closes December 31st. You may enter as many prints as you wish. Start shooting now! Get out your camera—and your Kalart Micromatic Speed Flash—and go after one of these prizes! Send for your free Entry Blank now!

The KALART COMPANY Inc.
Dept. O-11
Taft Bldg., Hollywood, Calif.

KALART
Micromatic
SPEED FLASH

F. E. Scott

(Continued from Page 3)

would be refunded if there was any question. We'd take the plates and pack them in special boxes, sending them back to St. Paul, Minn., where the pictures were made."

Mr. Scott liked the West, and in 1902 he settled in Salt Lake City. He had three studios there, but rents were out of proportion and there was such "cut throat" competition that he decided to pick out a small town and make his home there, even if it meant a smaller income. The Jewkes Studio was for sale, and he purchased it, moving to Elko, Nevada, in 1922. He's been there since and is still going strong.

During the past several years he has added gifts to his shop, particularly things which are made by Indians in the vicinity of Santa Fe. While there he studied the Indians and it is interesting to listen to him describe the pottery, etc., which he has in his collection. Many of the Indians there spoke Mexican, and he has sat and conversed with them, enjoying their native dishes.

He married Miss Mabel Finch in Trinidad, Colo., back in 1891. His wife's father owned a string of fine horses, and Mrs. Scott was an excellent horsewoman. "She wasn't afraid of any of them," Scotty declares.

They have four children, three boys, Phillip E., of San Francisco; Gerald and Warren, of Elko; and one daughter, Vivien, who resides in Los Angeles.

Mr. Scott is a member of the Rotary Club of Elko and of the Masonic Blue Lodge.

←※→

Maurice Kach, Grass Valley photographer and camera merchant, found it necessary to come to San Francisco on Election Day. He voted at 6:00 a.m. and was in our office almost as soon as we were ready for business.

Marval Case

This is a case designed to carry a Speed Graphic camera, synchronizer, bulbs, meter, filters and holders. It is made of plywood, covered with brown leather, measures 9 x 9, with length of 22 inches. Corners are reenforced and four rubber pegs protect the bottom. Hardware is as good as can be purchased, chromium plated. Here is a complete carryall case for the press and commercial photographer. Made for 4 x 5 Speed Graphics, it can easily be adapted to 3¼ x 4¼ size, by two removable plush-covered blocks, provided with each case.

Marval Case.....$15.00

←※→

A Word of Caution

A SITUATION is rapidly developing which requires your serious study. The difficulty in procuring certain raw materials is becoming more and more evident. Deliveries of items, utilizing steel, aluminum, rubber and optical glass, and many others, are subject to delays varying from a few weeks to several months. As the rearmament program gathers momentum, delays will become more prevalent and of longer duration.

We are doing our utmost to anticipate these delays by stocking merchandise in advance of your needs, so that we may fill your orders promptly. However, if for reasons beyond our control, we cannot give you the same service as you have been receiving in normal times, we ask that you relieve us of the responsibility for delay. It is not our purpose to urge you to buy now beyond your capacity. We are merely trying to prepare you for the troublesome times ahead.

* * *

Martha Ann Wynd arrived at the home of **Mr. and Mrs. Harold Wynd** in Albany, Oregon, October 6. She is the first child and likewise the first grandchild in the family. Will she have attention!

Resale Prices Protecto Mailers

As the Photomailer season approaches, we offer the following suggested resale price on Protecto Mailers, in various quantities:

Size	Size of Board	Each	½ Doz.	1 Doz.
A	5¾x 8⅛	$.08	$ .40	$ .75
B	6⅝x10	.10	.50	.90
C	8¼x12	.12	.60	1.10
D	8½x10⅞	.12	.60	1.10
E	10 x13¼	.16	.80	1.45
F	12⅜x15	.20	1.00	1.80
G	13 x17	.24	1.20	2.15
HX	17½x21½	.34	1.70	3.05
J	14¼x17¼	.25	1.25	2.25

How is your stock? Have you a good supply?

Adjusto Print Press

HERE is a popular price press such as is often wanted for flattening prints or drying them under pressure. The press is sufficiently large to be usable with 11 x 14 prints. The outside dimensions are 12x15 inches and the press, made entirely of metal, will not warp or lose its uniform adjustment. As many as 100 prints between blotters may be placed in the press at one time, and they may be of any size up to 11x14.

The press is easy to handle and convenient to use. Four special rubber snubbers on the base will protect the top of table or desk on which it may be used. The upper or removable part of the press is attached and pressure applied by means of thumb screws.

Price **$4.35**

Zeiss Prices Net

The Zeiss Retailer Fair Trade Agreement has been revised, and, effective as of October 1, permits no discount of any kind on retail sales of Zeiss cameras and accessories.

Defender Prepared Developers

53-D All Purpose Developer

No. 1 (for 96 ounces of working solution) ..... $ .25
No. 2 (for 6 quarts of working solution) ..... $ .35
No. 3 (for 3 gallons of working solution) ..... .60

For use with all conventional photographic papers, films and plates.

54-D Commercial and Photo Finishing Developer

No. 1 (for 96 ounces of working solution) ..... $ .25
No. 2 (for 6 quarts of working solution) ..... .35
No. 3 (for 3 gallons of working solution) ..... .60

Especially recommended for use with Defender Apex and similar contact printing papers.

55-D Enlarging Developer

No. 1 (for 96 ounces of working solution) ..... $ .25
No. 2 (for 6 quarts of working solution) ..... .35
No. 3 (for 3 gallons of working solution) ..... .60

Especially prepared for use with Defender Velour Black and similar enlarging papers.

57-D Photo-Writ Developer

For 5 qts. of working solution.. $ .30
For 10 qts. of working solution.. .55

Especially prepared for use with Defender Photo-Writ and similar photo-copying paper.

In Stock at HIRSCH & KAYE

FLASH AND FLOOD EXPOSURE TABLES

Reprinted courtesy of Minicam Photography Magazine

***

DIRECTIONS FOR USE

1. Check your film against list below to find A, B or C film speed.

2. Refer to table on Superflash size you use to get your Flash Number at shutter speed you use.

3. Divide the Flash Number by the distance in feet from lamp to subject to get the f stop.

Example—If you use Agfa Superpan Supreme or Eastman Plus X with Superflash Press 40 and want to shoot at 1/100th of a second at a subject 10 feet away. Checking the film list you find these films are B films. Checking the Press 40 table at 1/100th of a second you find your Flash Number is 160. Dividing 160 by 10 (distance in feet) your lens opening is f16. Flood tables are figured the same way.

With focal plane minicameras, use Press 40 at speeds no slower than 1/200th of a second.

Superflash Bulb Size	Film Speed	1/50 Sec.	1/100 Sec.	1/200 Sec.
No. 0 or Press 25 in regular type reflector	Film A	#200	#140	#100
	Film B	#140	#100	#65
	Film C	#100	#65	—
Press 40 or Press 25 in directed-flash reflector	Film A	#340	#230	#160
	Film B	#230	#160	#110
	Film C	#160	#110	#80
Press 50	Film A	#380	#270	#190
	Film B	#270	#190	#130
	Film C	#190	#130	#95
No. 2	Film A	#450	#320	#230
	Film B	#320	#230	#160
	Film C	#230	#160	#120
No. 3	Film A	#560	#400	#280
	Film B	#400	#280	#200
	Film C	#280	#200	#140

FILM A
(Weston Tungsten Rating 64)

Agfa Superpan Press
Agfa Triple S Pan
Agfa Ultra Speed Pan
Eastman Ortho X
Eastman Super Panchro Press
Eastman Super XX
Eastman Tri X Pan

FILM B
(Weston Tungsten Rating 32)

Agfa Isopan
Agfa Superpan Supreme
Agfa Super Plenachrome
Agfa Super Plena. Press
Agfa S.S. Pan
Defender X.F. Pan Press
Eastman Panchro Press
Eastman Plus X
Eastman Super Ortho Press

FILM C
(Weston Tungsten Rating 16)

Agfa F.G. Rev. Superpan
Agfa Finopan
Agfa Plenachrome
Defender X.F. Ortho Press
DuPont Superior
Eastman Ortho Press Plate
Eastman Panatomic X
Eastman Verichrome
Gevaert Panchromosa
Gevaert Super Press Plate
Gevaert Ultra Panchro Press

Superflood Bulb Size	Film Speed	1/100 Sec.	1/50 Sec.	1/25 Sec.	1/10 Sec.	1/5 Sec.	1/2 Sec.	1 Sec.
One No. 1	Film A	#16	#22	#32	#44	#64	#88	#128
	Film B	#11	#16	#22	#32	#44	#64	#88
	Film C	—	#11	#16	#22	#32	#44	#64
Two No. 1 or One No. 2	Film A	#22	#32	#44	#64	#88	#128	#176
	Film B	#16	#22	#32	#44	#64	#88	#128
	Film C	#11	#16	#22	#32	#44	#64	#88

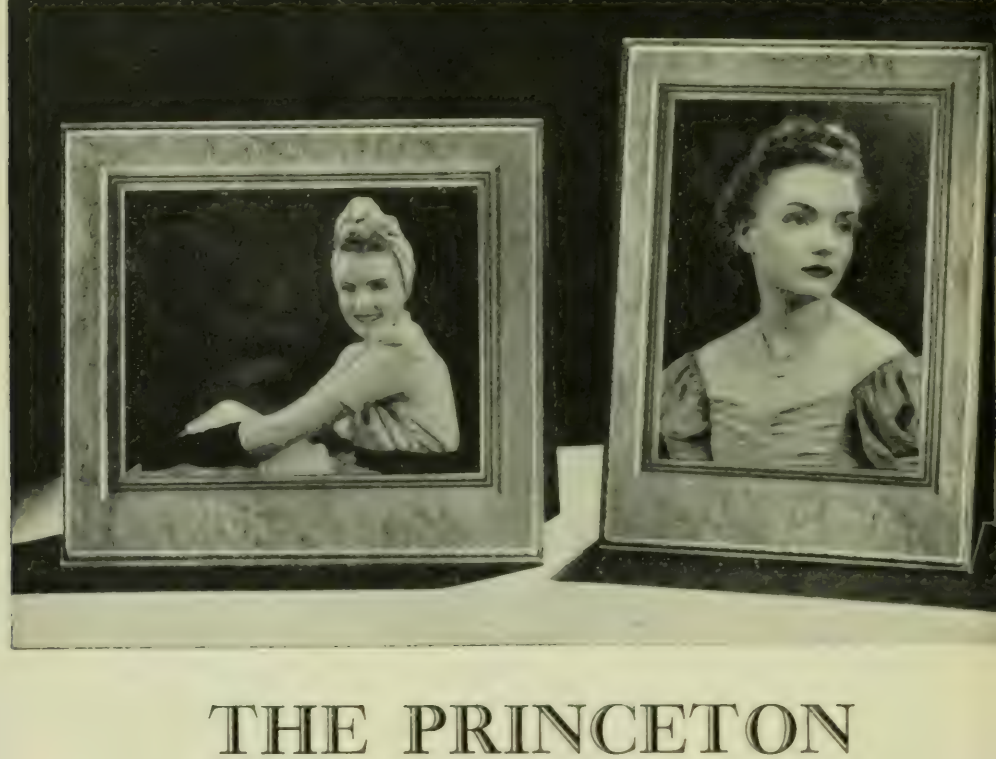
Copies of this table, for distribution to your customers, may be obtained from

HIRSCH & KAYE

Distributors of

WABASH SUPERFLASH AND SUPERFLOOD LAMPS

One of the New Fall Styles



THE PRINCETON

Its distinctive look and coloring, the leathery feel of the stock, produce a style that adds variety to your easel display . . . does not "conflict" with any other.

Enameled leatherette stocks—cover and insert. The insert design is a hand-drawn two color line effect set in a plate sunk border—edges feather deckled.

Your stockhouse representative can show it to you in all sizes. For 20 cents we will send you a sample of the 4x6 size and include a sample of the OXFORD—a companion folder style.

EASTMAN KODAK COMPAN

[TAPRELL LOOMIS DIVISION] CHICAGO, ILLIN

Jerry's Corner



By Himself

When I showed up for work a few days ago, Manuel says to me—What makes you walk so funny? So I had to explain that my sweetheart gave me the gait.

She was kinda dumb anyway. She was telling me about her boss getting mad at her because she didn't mail the circular letters on time because she couldn't find any circular envelopes. What would she do with chain letters?

Maybe it's better to have loved and lost—much better.

The little girl who used to want an all-day sucker now wants one just for the evening.

It took nature three thousand years to make a man out of a monkey, but any girl can make a monkey out of a man in three minutes.

A few evenings later I went to a party, where I met a girl I used to know when she was smaller. I couldn't remember her name right away, but I call all girls Alaska. That's how I get to Nome.

So she reminded me her name was Betty.

Sure enough, I says—aren't you the little girl who used to shrink from my embrace? And she answered—I don't recoil at the moment.

Right away I had her telephone number.

LOve 42-00.

We talked about the weather, and about me, and her. She said—next to a beautiful girl, what do you think is the most interesting thing in the world? I told her that when I was next to a beautiful girl, I had no interest in anything else in the world.

After awhile I says—may I kiss you—may I kiss you? Say, are you deaf? No, she answered, are you paralyzed?

Then I was reminded that a girl who refuses to let a man kiss her lips is likely to get it in the neck.

Before I heard the doctors tell
The dangers of a kiss,
I had considered kissing you
The nearest thing to bliss.
But now I know biology
And sit and sigh and moan,
Six million mad bacteria—
And I thought we were alone!

When the party broke up, I noticed she was kind of sad, so I asked why—Oh, Jerry, she said, I was just thinking, this is our last evening together till tomorrow night.

You sing a little song or two;
  And you have a little chat;
You make a little candy fudge,
  And then you take your hat.
You hold her hand and say goodnight!
  So sweetly and so coy—
Ain't that an awful evening
  For a great, big, healthy boy?

—JERRY.

A. K. DILDILIAN

Complete Art and Negative Alteration Service

339 NORIEGA ST. SAN FRANCISCO
OVERLAND 6820

Photographers

Write for 1939 Catalog and price list, genuine oil portraits—pastels, or rebuilt damaged portraits.

Convex glass and portrait frames.

VICTOR PORTRAIT COMPANY
752 - 13TH STREET, OAKLAND, CALIF.

RETOUCHING
AND
COLORING

11 Years' Experience—Prompt Service

Mail Orders Invited

HELEN R. HALL
HOTEL BERKELEY - BERKELEY, CAL.

FOR SALE

Wholesale photo-finishing plant in the center of California. Has been established for 5 years and is well equipped. Will sell complete with equipment, or will sell the agencies without equipment. Correspondence invited.

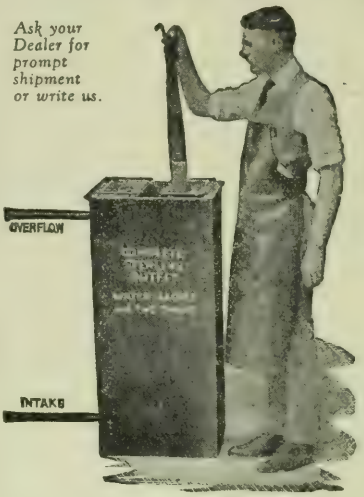
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STERLING TANK OUTFITS

SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output. Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



2 SIZES
12, 19 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
COMPACT
DURABLE
EFFICIENT

The best by test.

FOR SALE

Studio located in residential part of Berkeley. Equipment is high class and sufficient. Rent is reasonable.

Box 2391 THE FOCUS

STUDIO FOR SALE

Unique opportunity for live photographer in Redwood City. Ground floor studio, completely equipped; low rent.

Must be sold on doctor's orders.

Write or see HENRY DONALD
833 Main St. Redwood City, Calif.

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering.
Description and illustration of any article gladly sent on request.

Lenses not specified in shutter, are in barrel mount.

Bausch & Lomb 1C Tessar F4.5 lens, 7 7/16-inch focus.
Bargain Price **$35.00**

Ross Homocentric F6.3 lens, 6½-inch focus, in Acme shutter.
Bargain Price **$32.50**

Goerz Dagor, 6½-inch F6.8 lens in Volute shutter.
Bargain Price **$48.50**

Rodenstock Eurynar 6½-inch F5.4 lens in Autex shutter.
Bargain Price **$12.50**

Goerz Dagor 8¼-inch F6.8 lens in Volute shutter.
Bargain Price **$67.50**

Kodak Anastigmat 8½-inch F4.5 lens.
Bargain Price **$42.50**

5⅜" F4.5 Schneider Componar for enlarging focusing mount.
Bargain Price **$19.75**

B & L Ser. IV Protar, 5x8 in Volute shutter.
Bargain Price **$28.50**

Schneider Xenar 11⅜-inch F4.5 lens.
Bargain Price **$110.00**

Bausch & Lomb 4⅜-inch 1C Tessar, F4.5 in rim-set Compur shutter.
Bargain Price **$27.50**

Goerz Dogmar 20-inch F4.5 lens; looks like new.
Bargain Price **$85.00**

Sigmar Portrait lens, 16-inch focus, F4.5 in Studio shutter.
Bargain Price **$85.00**

Cooke Portrait Ser. IIA portrait lens, 9½-inch, F3.5.
Bargain Price **$65.00**

8¼-inch F4.5 Cooke Aviar in Sunk mount.
Bargain Price **$59.50**

Ilex Anastigmat 7½-inch F7.5 in Universal shutter.
Bargain Price **$16.00**

Wollensak Verito, soft focus lens, F4, 8¾-inch.
Bargain Price **$29.50**

Schneider Xenar, 13.5 cm. focus, F4.5.
Bargain Price **$65.00**

Dallmeyer, 14-inch F5.6 telephoto.
Bargain Price **$65.00**

Bausch & Lomb 140 mm. telephoto for National Graflex.
Bargain Price **$39.00**

Zeiss Unar lens, 5⅜-inch F4.5 in Compur shutter.
Bargain Price **$23.50**

Zeiss Tessar, 18 cm., F4.5 lens; like new.
Bargain Price **$52.50**

Bausch & Lomb 1C Tessar F4.5, for 3¼x4¼.
Bargain Price **$19.50**

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering
Description and illustration of any article gladly sent on request.

8x10 Studio Camera with sliding ground glass back, for two exposures on 8x10. Has 20-inch bellows.

Bargain Price **$35.00**

Studio Posing Chair, with adjustable seat. A popular model.

Bargain Price **$4.50**

Beattie Porto Pan Studio Lamp. Takes four #2 flood lamps. Has High-Low-Medium switch and 5-foot folding stand. A good studio or portable lamp.

Bargain Price **$37.50**

Johnson Studio Modeling Ventlite. Has a 23-inch diameter round reflector, silk diffusion screen and cord. Complete with stand, and in excellent condition.

Bargain Price **$37.50**

Graflex Enlarger Printer, without lens. Really new, a demonstrator.

Bargain Price **$49.90**

Bell & Lair 5x7 Printer Enlarger with 6½" F4.5 lens; can be illuminated with flood lamps or a Cooper Hewitt mercury tube. Furnished without lights.

Bargain Price **$23.50**

Emerson DC Motor, 1/20 H.P., 1750 R.P.M., 110-volt. Good for home-made equipment, requiring a motor.

Bargain Price **$2.50**

Wratten 8x10 Safelite Lamp #2. Looks like new.

Bargain Price **$6.50**

12-inch Easy Wringer. Suitable for 10x14 plates.

Bargain Price **$7.50**

8" Hot Point Immersion Heater. Has a 500-watt heating element.

Bargain Price **$3.95**

Lantern Slide Storage Box for 25 3¼x4 slides.

Bargain Price **75c**

4x5 Crown View Camera with 19-inch bellows, one film holder, and fibre case. Outfit looks like new.

Bargain Price **$39.50**

Sun-Ray #3 Lamp with two chain-pull sockets in 12½-inch reflector, on 7-foot folding stand.

Bargain Price **$7.25**

Photo Flood Spot. Focusing model, on 5-foot stand.

Bargain Price **$10.75**

Halldorson Home Portrait Four-Lamp Outfit, in case which, when opened, seems as cabaret and provides reflector for each lamp. Uses 500-watt T20 or #1 flood lamps. No stand provided.

Bargain Price **$15.00**

Eastman Diffusion Disks #1 and #3 for Auto Focus Enlarger. These disks measure two inches in diameter.

Bargain Price ..... **$5.50** each

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering
Description and illustration of any article gladly sent on request.

Eastman 15-inch Metal Trimmer. Looks like new.

Bargain Price $17.50

Halldorson Home Portrait Portable Twin Arc. A good lamp for proofing or for commercial jobs.

Bargain Price,
without stand **$12.50**

Carrying Case for Duplex Jr. Twin Arc Lamp; also suitable as miscellaneous equipment case. Strong, made of heavy fiber, reinforced.

Bargain Price $4.50

Cooper Hewitt M Tube Outfit for A.C. Complete on stand and ready for use. Ideal enlarging light for 8x10 negatives. Does away with condensors.

Bargain Price $98.00

Glass Jugs, transparent and clear.

Bargain Price ..... 15 cents ea.

Johnson Hi-Lite Ventlite, adjustable to 7 feet on stand provided. Reflector has 6½-inch square opening, with adjustable wings. Uses 500-watt T20 or #1 flood lamps.

Bargain Price $7.50

Sun-Ray #35 Lamp with 6-foot folding stand. Deep type reflector with mogul socket for #4 flood lamp. Can be tilted many directions.

Bargain Price $11.50

Testrite Trio, three-reflector unit. Each reflector individually controlled. Has dim-bright switch and 4-foot stand. Uses #1 flood lamps.

Bargain Price $7.75

National Graflex Camera with F3.5 lens. Camera has been used but is in fine condition.

Bargain Price $49.50

Kodak Interval Timer. In good condition.

Bargain Price $3.50

5-lb. bottles of **Formaldehyde.**

Bargain Price ..... $1.75 ea.

Gadget Bags. Made of imitation brown leather such as is used for upholstering, and will last indefinitely. Contain numerous interior pockets.

Bargain Price $5.50

8x10 F & S Home Portrait Camera with 20-inch bellows, four holders and lined leather case.

Bargain Price $37.50

Pako Liberty model Print Dryer for matter prints. Gas heated.

Bargain Price $49.50

Kalart Micromatic Synchronizer, complete with bracket. Used, but looks like new.

Bargain Price $7.50

Greeting Card Masks

GREETING CARD PRODUCTION OUTFIT NUMBER 2 is supplied for French Fold Cards, and consists of masks for both horizontal and vertical cards, one sentiment for each and an embossing guide. Eastman Adtype Paper in 8½x11 size will fold to 4¼x5½ size. No. 2 Production Outfit is **$2.00** a set.

WILSON MASKS: A set of five masks for 4x6 paper assorted as follows: One circle mask 2¼ inch, one 2¼x3¼ horizontal oval, one 2¼x3¼ vertical oval, one 2¼x3¼ horizontal rectangle and one 2x3¼ vertical rectangle. These masks have suitable greetings and may be used from one year to another. Price, **$3.00** a complete set.

WILLO MASKS: The Willo assorted greeting card outfit is intended for 4¼x5½ paper with picture opening 2x3 inches. The Willo outfit is more versatile than other sets because the six masks are assorted as follows: Three Christmas Greetings, one for Mother's Day, one for Father's Day and one for Birthdays. Embossing tool and frame are included Price, **$1.65** a set.

Bargain List of Lenses sent on request.

Bargain List of Books sent on request.

POBCO GADGET BAGS

These are made of the same grade of fabricoid used in upholstering, which insures longest life. They have a zipper top, with one outside pouch 6x8 inches and an inside pocket with zipper fastener, of same size. There are three smaller pockets inside. The bag measures 3½x9½x7 inches tall, inside measurement. The bottom is reinforced with four metal pegs and a shoulder strap is included.

Bargain Price **$5.50**

Kalart Senior Micromatic Speed Flash Unit consisting of 7-inch reflector, 9-volt battery case with batteries, Micromatic Synchronizer, permanent Shutter Adapter, consisting of Compur fittings and complete set in instructions for ready assembly.

Bargain Price **$11.00**

MUNDER FLASH LAMPS

To close out our line of Munder Lamps, we offer the following stock:

36 Standard size Blue Flashbulbs—
Bargain Price ..... **12c** each

287 Regular size and type Munder Lamps—
Bargain Price ..... **12c** each

40 Small size Regular type lamps—
Bargain Price ..... **10c** each

Multiflash Unit for firing from one to six #5 G.E. or other bayonet type bulbs. Consists of six individual sockets on a central hub, behind which is a reflector. It is easily attached and permits the use of any desired number of bulbs up to six.

Bargain Price **$5.95**

Mergon 8x10 Cold Enlarging Light. Provides evenly spread illumination; no heat. Will fit on 8x10 vertical enlarger.

Bargain Price **$16.50**

New Metal Frames

for your holiday trade are shown on Pages 13, 14, 19 and 20.

Lift these pages out at once and place them in your frame catalog for constant reference.

Due to the uncertain market conditions we will defer issuing a new Frame Catalog until 1941.

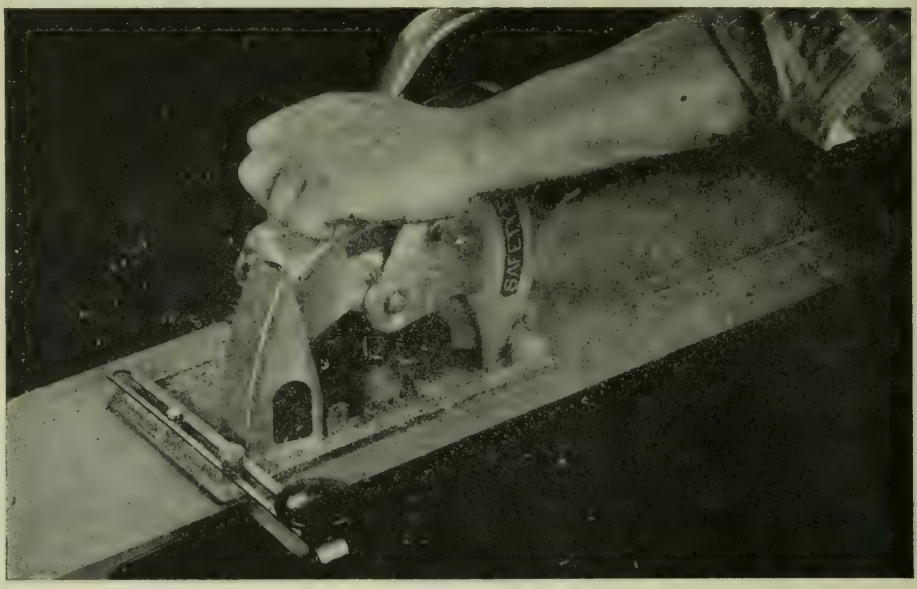


They Prefer OPAL

THE smartness of a portrait is accentuated by its quality—the warmth of tone and brilliance one finds in all Vitava Opal prints, regardless of their size. That's why photographers and customers, alike, prefer Vitava Opal. There are fourteen attractive grades to choose from. Eastman Kodak Company, Rochester, N. Y.

VITAVA OPAL PAPER

FOR ENLARGEMENTS OF CONTACT PRINT QUALITY



KODATRON SPEEDLAMP *Flash of 1/30,000 Second Freezes Motion*

THE saw in the illustration above, traveling well over 1,000 r.p.m., was stopped cold, with sawdust in air, by a Kodatron Speedlamp flash.

No human motion is too fast for this lamp. Models need not be posed and the fastest motion of athletes, dancers, active children, or nervous animals is easily caught by this powerful light.



EFFICIENT AND ECONOMICAL OPERATION

The Kodatron Speedlamp consists of a power unit, flash tube, and reflector on an 8-ft. telescoping stand equipped with rubber-tired casters. The power unit converts 110-volt 60-cycle alternating current to 2,000 volts, stores it in a condenser, and a Strobotron Tube discharges it through the Kodatron Flash Tube in 1/30,000 second. The gas-filled flash tube has a life of over 5,000 flashes. The quantity of light generated is sufficient to produce a fully timed negative of a subject 50 feet away at *f*/11. A modeling light within the tube gives a preview of the light balance on the subject. Shutter synchronization is simple.

Kodatron Speedlamp complete, including power unit, Kodatron Flash Tube, 18-inch reflector, telescoping standard and synchronizer cord ..... $400.

Kodatron Flash Tube (replacement) ..... 30.

Complete descriptive circular on request

EASTMAN KODAK COMPANY, ROCHESTER, N. Y.

THE

FOCUS

IFORNIA
BRARY
DEC 28 1940

Published Monthly in the Interests of Professional Photography

VOL. XVI DECEMBER, 1940 No. 12



—Photo by Miner & Allen

MADE WITH KODATRON SPEEDLAMP
(See Page 9)

Published by
HIRSCH & KAYE
SAN FRANCISCO

SPEED is only part of it!

DEFENDER Arrow PAN

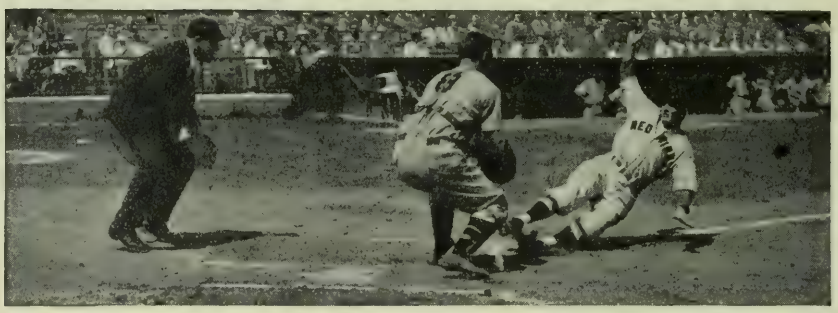
SAFETY BASE
NON-HALATION

Arrow Pan, newest Defender Film, offers speed as its most important feature, a speed two to four times greater than the next fastest film in the Defender list. But speed is not all—.

Arrow Pan approaches the ideal in color value rendition; in efficiency when used with artificial lighting, including the modern fluorescents, and for high relative speed by daylight.

Arrow Pan's darkroom behavior presents no problems—it is like the other Defender Film in that respect.

For Studio, Portrait or Commercial; for action shots indoors or out; for any work where both speed and quality count, Arrow Pan fits in.



DEFENDER PHOTO SUPPLY COMPANY, INC.
ROCHESTER, NEW YORK

THE FOCUS

Prepared and Published Monthly

In the Interest of Professional Photography

By HIRSCH & KAYE

239 GRANT AVENUE, SAN FRANCISCO

The Largest Independently Owned Complete Photo Supply House in the West

VOL. XVI DECEMBER, 1940 No. 12

INTRODUCING—



ALEXANDER DRANKOFF . . .

The life story of Mr. Drankoff requires a much larger book than THE FOCUS. It is the story of hard work and sincerity that brought him to the pinnacle of success in Old Russia, only to be plunged into exile, a destitute stranger in a strange land.

Mr. Drankoff is a Russian, educated in the equivalent of our junior college. His principal interest in school was music, the piano and the flute. He became acquainted with a man who operated a photo gallery, and the boy Drankoff was more than fascinated by that mysterious process. He watched by the hour, till he seemed to understand each and every move and the reason therefor.

One day the photographer was unusually busy, even as you may have been recently. The boy offered to retouch some negatives, and the photographer reluctantly gave his consent, only to praise the work when finished. At once the happy boy made his decision to be a photographer. He continued his apprenticeship for a year at Sebastopol, and then opened his own studio at Krimm, the Black Sea naval base.

His pictures pleased, as did his ability to get results on difficult assignments. Public officials gradually took notice of this photographer, who, meanwhile, had heard of a motion picture camera, of which he imported the first used in Russia.

We pass over a few years and now find him appointed official photographer for the Imperial Family. Public officials and the press clamored for his pictures. He had free access to all state events. One day he was near by at an assassination and was arrested, but later released when recognized. He was on hand during trouble in the Black Sea Fleet, for which he was banished from Russia. After a brief experience with an art magazine in Berlin, he went to Paris, where he received an official invitation to return to his former position in Russia.

During this interval his lack of political interest had been established and confidence in him was restored. It was he who, for the first time, photographed members of the Douma, or Congress, who had believed it sinful to be photographed. At one time, during maneuvers, he broke through a row of soldiers "to shoot" the Czar at close up. The guards were horrified, but the Czar only smiled, and later requested copies of the pictures.

The Revolution sent him into hurried exile. He arrived in New York with exactly eight cents worth of Russian money left of his small fortune. With his usual pluck, he somehow managed to open a 12-for-25c studio. He

(Continued on Page 13)



WHETHER now, last year or next year, the Gross platform will be—Quality. When we go to the business poll, we vote the straight ticket of quality!

For a little less money, there is always the "little less" product that will seem to answer the purpose, but, believe us, it will not. The honest product, the well-made product, will prevail in the long haul, yet, Gross' prices are not higher.

Hitch your star to "Gross" and win with quality.

THE GROSS PHOTO SUPPLY CO.

MANUFACTURERS TOLEDO, OHIO

Canadian Agents: W. E. Booth Company, Limited, Toronto, and Montreal

The Correct Lamp for Any Purpose

INTENDED SERVICE AND SUITABLE BULB	Approx. Lumen Seconds (thousands)	Approx. Peak Lumens (millions)	Light Curve (peak length)
Compur and between-the-lens shutter synchronization; for all speeds; No. 0 Superflash	25	1.4	Medium
Compur and between-the-lens shutter synchronization; also suitable for miniature focal plane camera shutters: for all speeds; Press No. 40	40	2.0	Medium
Compur and between-the-lens shutter synchronization; for high-speed synchronization; Press No. 50 Superflash	50	2.8	Medium
Compur and between-the-lens shutter synchronization; all speeds; No. 2 Superflash	70	3.5	Medium
Open-and-shut flashes and synchronization up to 1/50th second; No. 3	140	6.0	Medium long
Focal plane synchronization only; suitable for all cameras up to and including size 2¼ by 3¾ inches; No. 1A Superflash	45	1.0	Long
Focal plane synchronization only; suitable for all cameras up to and including size 4 by 5 inches; No. 2A Superflash	80	1.65	Long
Color photography; compur and between-the-lens shutter synchronization; all speeds; No. 2B Superflash	42	1.9	Medium
Color photography; open-and-shut flashes and synchronization up to 1/50th second: No. 3B Superflash	85	2.5	Medium long

A Word of Caution

THE fact that low-priced, so-called peanut type flash bulbs are available in increasing quantities, is likely to create a condition which will result unfavorably to the camera shop industry and to its customers. There will be a temptation to economize by using these low-priced lamps, but it will be well to remind your customers that these lamps produce a spotlight illumination rather than the broader floodlight obtained with the larger lamps. This is especially true if the camera owner is using a lens of relatively short focus.

It will be noticed that the illuminated area obtained with these peanut bulbs is relatively small, and often is confined to the center of the picture. All of which reminds us that, after all, each type of bulb has its particular form of usefulness, and it is advisable that you help your customers select that type of bulb with which best and most satisfactory results are obtained.

Raven Screen Prices Reduced

A new schedule of prices on Raven motion picture screens has been prepared, and the lowered prices should interest our dealers and their customers. As we hear of some of the best-known theaters in this country changing over to Raven Screens, we realize that Raven Screens have a quality which is appreciated by motion picture projection experts.

IMPORTANT NOTICE

OUR wholesale and studio supply department is operating on a 40-hour weekly basis. This is a reduction from the former time of 45 hours. This change necessitated a rather complicated arrangement of hours of the individuals at the Order, Stock, Embossing, and Shipping Departments, in addition to the Billing and the Stenographic Departments. We know that the demands for service are not uniform each day, and the schedule of working hours has been arranged to provide a maximum number of employees on duty at the time they are most needed.

This arrangement will result in what is practically a close-down of our wholesale activities on Saturday afternoons. In the office, the telephone operator and a few essential employees will be on duty after one o'clock on Saturdays, but we will not be in position to complete wholesale transactions at that time. Strictly emergency orders, such as requests for x-ray film and chemicals for hospital supplies, will be handled by a minimum group of employees on duty for the purpose.

This change is in compliance with the National Hours and Wages Law, now effective throughout the United States. We wonder how many of our readers have noticed the steady change in working conditions, brought about by legislation of the past few years? There was a day when an organization like ours could instantly adjust itself to any demand of seasonal nature. Those days are over. It is the responsibility of every photographer and every business man to recognize that we are transacting business under different conditions than have ever existed, and it is no longer possible to promise immediate shipment of every rush order. We may as well be fair about this for, after all, these changed conditions are not of our creation and we, like yourselves, are affected by them. These changed conditions likewise have greatly increased the cost of operating the business.

The purpose of this announcement, of course, is to warn you to place your orders as soon as you can, and to make allowance for Saturdays, which more and more are considered in the nature of holidays, at least insofar as business production is concerned.

HIRSCH & KAYE.

Fire Prevention Weak?

AFTER the insurance adjuster has been around, many a dealer has learned there's no profit in a stockroom blaze.

Rubber cement burns with intense heat and will ignite nearby hardwood and packaged paper that might withstand the usual flame. Like a gasoline fire, water spreads it.

In some cities, ordinances control the storage of highly combustible goods. Insurance premiums are higher.

Static electricity, present around machines and rapidly moving belts, can ignite rubber cement.

Users should be warned not to light cigarettes near open rubber cement dispensers.

The Remedy—GRIPPIT

Grippit is NON-INFLAMMABLE. It can be used to extinguish ordinary rubber cement fires.

Tube	.25
Brush Can	.35
Half Pint	.55
Pint	.90
Quart	1.50
Gallon	5.00
Thinner, pint	.75
Thinner, quart	1.25
Dispenser	1.35

←⁂→

Don't Get in a Rut!

Read at least four of the latest books on photography each year—more if you have time and can afford them. Good photographic books are a genuine and permanent investment.

We will gladly order, or have shipped to you, any book on photographic or allied topics which is in print.

←⁂→

Victor L. Englander of the Champion Studio, in Merced, was an Election Day visitor.

for SPEED GRAPHIC OWNERS only!

SUPER SPEEDFLASH SHOTS ARE EASY WITH SISTOGUN!



A dance of the Radio City Music Hall Corps de Ballet, taken by Jimmy Silco

Here's an instrument designed by news photographers especially for Super-Speedflash Photography—it's the Kalart Sistogun. Today—ace photographers use and endorse this focal plane Shutter Synchronizer for 3¼ x 4¼ and 4 x 5 Speed Graphics.

The Kalart Sistogun is a compact, precision instrument which really *completes* your Speed Graphic. It's low priced, you can install it yourself. It may be used with battery cases of most synchronizers. With Sistogun and long-peak wire-filled flash bulbs, you can get action shots even at 1/1000 sec. See the Kalart Sistogun. Try it. You, too, will say it is *made to order for those who want real action FLASH PICTURES*—at SUPER SPEEDS! Price $12.00.

The KALART COMPANY INC.
Dept. 0-12
Taft Bldg., Hollywood, Calif.

KALART



LEADING PHOTOGRAPHERS, commercial and professional, are using Wollensak Enlarging Velostigmats. For Velostigmats are surprisingly inexpensive—yet they faithfully retain the detail, brilliancy and gradation of the negative. Optically refined to give maximum performance. Free trial period—your opportunity to test an additional lens on your enlarger at our risk. Speeds *f*3.5, *f*4.5, *f*6.3; focal lengths 2" up. From $10.00. Money-back guarantee.

WOLLENSAK OPTICAL CO.

ROCHESTER, NEW YORK



WOLLENSAK WRITE FOR FREE BOOK

The Front Page

THE unusual photograph on the front page is an excellent example of what can be accomplished with the use of the new Kodatron Speedlamp. The picture was made by Miner & Allen, illustrative photographers, in Indianapolis.

Two lamps were used and were placed six and nine feet from the area where the bulb was dropped. The picture was exposed on Panchromatic film at speed 32, and the exposure was 1/30,000th of a second.

The advantages of the Kodatron Lamp include critically sharp pictures, regardless of motion; simple, positive synchronization with nearly all shutters with no need of adjustment for lag; ability to flash any number lamps in unison; great depth of field; comfort for subjects; economy of operation and low power consumption.

Kodatron Lamps can be purchased on terms of monthly payment.

←⁂→

Who Pays For Merchandise Returns?

The shopper who thoughtlessly returns a purchase with such a request, or the one who needlessly develops the habit of exchanging purchases, usually does not realize that such action results in a penalty in the form of increased prices to ALL consumers.

Every business establishment must make full allowance for every item of expense, as well as the desired profit, in determining what price to set on an advertised article. The cost of selling merchandise, only to have it returned for credit, and the cost of exchanging merchandise, involving as it does increased labor, bookkeeping, delivery expense, etc., is no small item in the general overhead of a store.

The thoughtful buyer, who avoids returns and exchanges, deserves credit as one who is helping to reduce the cost of living.

BETTER BUSINESS BUREAU
OF SAN FRANCISCO, LTD.

Sweep Second Watches

THERE are certain photographic processes which must be timed, and it is important that a readily observed watch be available.



We can supply just what is needed in the Sweep Second Watch, pocket type, which is a regular Ingersoll watch equipped with a one-inch Sweep Second-hand, very much like that which you see on the dial of an electric clock. The watch is an excellent timepiece for general use, and is especially desirable for anyone engaged in any photographic or laboratory processes. The watch measures 1½ inches in diameter and is listed at $1.95.

A similar watch, smaller in size, is available as a wrist watch. This is priced at $3.95. The response we have already received on these new articles has been very much greater than anything we anticipated. Evidently it is what photographers have wanted for a long time.

←⁂→

It was a pleasure to welcome **Mr. and Mrs. Bragaw** of Anchorage, Alaska, during one of their regular trips "to the outside," the expression used by Alaskans when they leave Alaska. From what Mr. Bragaw tells us, defense activities in Alaska are of first magnitude.

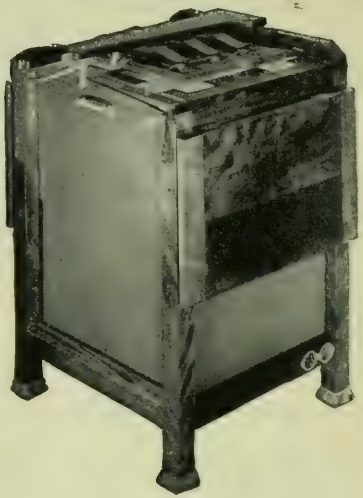
←⁂→

Mrs. M. A. Brownell, of Santa Paula, was a recent visitor with her daughter and son-in-law. This was a brief local visit, to be followed by one of greater duration early in the new year.

New...

The NO. 3 CROWN PRINTER

Look At These New Advanced Features:



Single Light Source

Even, perfectly diffused lighting by the use of a single, opal glass bulb which increases efficiency.

Newly Designed Platen Top

A new rubber-padded platen top produces perfect contact with the paper, assuring absolute flatness.

Adjustable Masking Blades

Adjustable masking blades are standard equipment with this printer and their unusual width enables small prints to be made on large size paper. They can be quickly and easily removed, if desired.

New Type Positive Switch

This switch gives positive control of lighting. It does not operate until the platen is pressed firmly onto the paper. Conversely, it turns off the light before the platen has released contact with the paper. A separate switch permits the light to be operated independently from the platen.

Sliding Front Panel

A sliding panel in the front lowers to give instant access to the interior, greatly facilitating the changing of lights and the performance of dodging.

Three Position Dodging Shelf

The operator is not limited to one position for his dodging medium. Three slots are provided on either side of the interior to permit the placement of the dodging shelf at three different distances from the negative.

Built-in Outlet for Dodging Lamp

For the operator who desires to use an auxiliary extension lamp for dodging, a conveniently located outlet has been built into the side of the printer.

Improved Appearance

This new darkroom unit features the same sturdy construction that has characterized all Crown Printers. Like its predecessors, it provides a spacious shelf on each side for holding negatives, paper and other printing requisites. The new No. 3 Crown Printer combines utmost utility with smart, handsome appearance.

Price - - - - $125.00

No. 828 Kodak Film Assortment

AT the present writing we learn that the Pepsodent Company will offer to the public a small molded camera called the Cub, which was designed for Kodak 828 Film. This is a sales promotion stunt, and we predict that many cameras will be placed in the hands of Pepsodent users.

Those of our readers who sell film will be interested in the announcement of the camera distribution plan and to know that the 828 Kodak Film Assortment was designed to meet this condition. Here is the assortment in detail:

No. 828 Kodak Film Assortment		*Retail List*
4 rolls No. F828—Panatomic	@ $.20 each	$ .80
4 rolls No. XX828—Super-XX	@ .25 each	1.00
2 rolls No. FX828—Panatomic-X	@ .25 each	.50
2 rolls No. PX828—Plus X	@ .25 each	.50
12 rolls total		$2.80

Regular prices, as quoted to dealers, will prevail.

Paul W. Hollingshead, of Woodland, closed his studio for a month and took the family to Fort Bridger, Wyoming, for a vacation.

* * *

Mr. W. H. Melliar, long-established Santa Cruz photographer, died suddenly of a heart attack on the night of November 14.

It was a pleasure to have a visit from **Mr. and Mrs. Perry Baker,** owners of the Sierra Studio in Placerville, California, when they recently called at our office. Mr. and Mrs. Baker combined both business and pleasure, and we hope that both were concluded successfully.

PHOTOGRAPHIC PUBLICATIONS

. . . for Amateur and Professional

KODAK FILMS, A Data Book on Negative Materials. A treatment of the physical and photographic properties of films. Specification sheets are included for Kodak Roll Films and Film Packs and some of the popular Eastman Sheet Films..... .15

KODACHROME, Photography in Color. Discusses color photography with Kodachrome Film, lighting, exposure, factors affecting color rendering, color harmony, and other subjects. Specification sheets for the various types of Kodachrome Film are included. Illustrated in full color..... .25

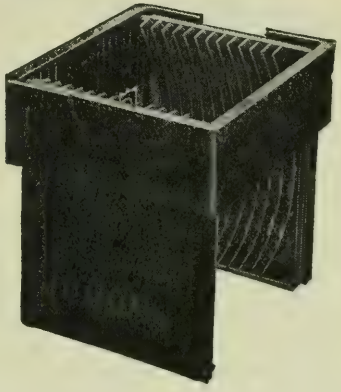
PROFESSIONAL KODACHROME PHOTOGRAPHY. Describes the use of Kodachrome Professional Film in the studio and outdoors. It deals with lenses, lighting, exposure, color rendering, duplicates, separation negatives, and includes specification sheets for both types of Kodachrome Professional Film..... .25

INFRARED PHOTOGRAPHY WITH KODAK MATERIALS. Theory and practice of infrared photography in amateur, commercial, and technical fields are described. Full specifications are included for Eastman Infrared Process Plates, and Kodak Infrared Film..... .25

ELKAY

Rapid Loading

ADJUSTABLE FILM LOADER



The Elkay Adjustable Film Holder Will Fit Practically All 4"x5" Developing Tanks

For CUT FILM and FILM PACK

- Takes 4½x6cm, 6x9cm, 2¼"x3¼", 9x12cm, 3¼"x4¼" and 4"x5" cut film or film pack negatives!
- Evenly spaced grooves enable you to load a dozen in fast time!
- Film Holder banishes the problem of air-bells and splash marks!
- Holder may be removed intact for washing your negatives!
- Foolproof loading fixture included with Holder at no extra charge!
- Film Holder made of tempered bakelite; impervious to chemicals!

NOTE: With an Extra Film Holder developing can be made continuous.

Price - $3.50

Gloves

For the Photographer and Laboratory Worker



AN increasing number of photographers wear gloves while working with solutions. There are some objections to rubber gloves, such as cost and tendency to tear. We are glad to announce that we are distributors for a new product which will more than take the place of any other line of gloves heretofore available.

The gloves we offer are made of Neoprene, which is one of the recently discovered preparations which will resist the action of Lime, Lysol, Acid, Cleaning Fluids, Oil, Grease and practically every known liquid. The gloves are light in weight and, although you may stretch them to an unbelievable extent, there is no danger of tearing them. They are readily sterilized, and are odorless, flexible, and easily put on or removed.

We offer the new line of gloves, with the simple designation NL5, in sizes from 7 to 9, at price of only 50c a pair. While primarily suggested for the photographic and similar laboratories, the gloves are also useful for household work and cleaning the car.

Kodagraph C. T. C. (Contrast Thin Coated) Panchromatic Film Antihalation

THIS new film has been added to the Kodagraph line to meet the requirements of Graphic Arts workers who make direct color separations in large sizes. Its outstanding feature is a heavy base (.0085-inch) with special characteristics of material assistance in maintaining close register. The emulsion is similar to that of the popular Wratten C. T. C. Panchromatic Plates. The thin emulsion coating produces a crisp halftone dot, providing considerable latitude in local reduction or dot etching. The black antihalation backing discharges completely in processing.

Because of its ease of handling and economy, Kodagraph C. T. C. Panchromatic Film is recommended for direct color separation work, particularly in large sizes. Kodak D-8, 2 to 1, is recommended for best results, although Kodak D-11 may also be used. Dot reduction is accomplished with Farmer's Reducer, Kodak Formula R4a. The filter factors are:

Filter	K2	K3	F	N	C4	A	B	C5
White Flame Arc	2	3	30	16	20	14	11	6
Photoflood	1.5	2	9	9	45	4.5	6	15
*Tungsten	1.5	2	8	9	60	4	6	18

The new film, in sheets, is furnished in standard Graphic Arts plate sizes, and in rolls in sizes up to 40 inches wide.

*Clear bulb—high efficiency.

Alexander Drankoff

(Continued from Page 3)

saved enough to come west, where he operated in penny arcades, on the road as an itinerant, but always improving his position.

Perhaps our readers will recall the old Ship Cafe, anchored off Venice. Mr. Drankoff was asked to take over the management, which he did. The name was changed to the Volga Boat Cafe, with Russian food, music and entertainment. He did not like this, and we doubt if it was profitable to him, for he went back to photography.

His present studio is in Redding, where he has been for several years. There is a lot more we could tell you, such as his direction of a motion picture story on the life of the Czar and family, but we suggest you stop at Redding on your way through and get the story direct from Mr. Drankoff.

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Idabel Duncan Groesbeck had an exhibit of her photographs at the Crocker Art Gallery in Sacramento during the last two weeks of November.

←⁂→

The Wifley Studio, at Medford, Oregon, has been purchased by **P. F. Brainerd,** whose father is the owner of the Artcraft Camera Shop in Grants Pass.

←⁂→

Give a man a good name, and he will do his best to live up to it.—*Memoirs of Slayton.*

COLOR PHOTOGRAPHY

IN taking color flash pictures, both subject and background should be well and evenly illuminated. Contrasty lighting and deep shadows should be avoided, for the film colors, themselves, will provide all the contrast needed. For use with indoor color films, only standard line Superflash bulbs should be used—these have the highest color temperature (4,000 deg. K.) of any standard line flash bulb.

Exposure tables are computed for use with Superflash only, for either "open and shut" flash, or speeds of 1/25th or 1/50th of a second. For 1/100th of a second use one full stop larger.

Kodachrome Type A—Use with a chrome-flash filter such as Fish-Schurman, or any other non-absorbing chrome type. Use tables as is.

Kodachrome Prof. Type B—Use with a Wratten 2A or similar filter, at one full stop larger than table shows.

Bulb Size	6 ft.	9 ft.	12 ft.	16 ft.
No. 0	f8	f5.6	f4	f3.2
Press 40	f11	f8	f5.6	f4.5
Press 50	f12.7	f9	f6.3	f5
No. 2	f14	f10	f7	f5.6
No. 3	f20	f14	f10	f8

WITH SUPERFLASH SUNLITE BLUE BULBS No. 2B AND No. 3B

Superflash Sunlite is the new self-filtering blue Superflash bulb designed especially for color photography with Kodachrome and other daylight type color films. It can be used outdoors or indoors with all regular daylight color films without a filter, with the exception of Dufaycolor daylight type film. With this latter film the green filter packed with the film should be used, as this is the color correction of the film manufacturer.

Outdoors: For accuracy and best results the use of an exposure meter is recommended. When using Superflash Sunlite No. 2B as a booster of light for outdoor shots at distances less than 6 feet, use one full stop smaller than meter reading. For distances of 6 to 9 feet, use one-half stop smaller. For distances beyond 9 feet, follow meter reading as is. These f stop adjustments are necessary to avoid overexposure.

Indoors: Use tables as is for speeds up to 1/50th of a second. For 1/100th of a second use one stop larger. For 1/200th of a second use two full stops larger.

Bulb Size	6 ft.	9 ft.	12 ft.	16 ft.
No. 2B	f8	f5.6	f4.5	f3.5
No. 3B	f11	f8	f5.6	f4.5

Six-20 Flash Brownie

THE Six-20 Flash Brownie has been designed particularly for use with its Flasholder for picture-taking at night. The camera may be used separately, or the Flasholder may quickly and securely be attached to the two screw sockets provided in the front of the camera.

Similar in appearance to the Six-20 Brownie Special, the Six-20 Flash Brownie has two-position focus and is equipped with a new single-action, self-setting shutter with instantaneous and bulb exposures. Pressure on the plunger-type shutter release causes a firing of the Photoflash lamp within the shutter "open" interval.

170 Six-20 Flash Brownie, 2¼x 3¼, Meniscus lens, two-point focus, Fair Trade list.....$4.25

Selling

I ONCE asked the editor of a publication why he did not attempt to extend his circulation by sampling, and he told me he could get better results by describing his magazine than by showing it.

"In an advertisement," said the man, "I can make an ordinary article appear so significant that thousands will rush to read it. If I laid the manuscript on their desks, they would merely give it a glance and pass on to something else. They would say it looked like any one of a hundred other articles. They would be half right."

Did you ever notice how the description of the contents of next month's issue of a magazine always gives promise of a better number than the one in your hand?

The idea I am trying to get around to is that most of us have a little blue sky for sale. Those of us who don't sell blue sky lack the selling instinct. The ability to glorify a product, to see through the clouds and up to the blue sky, is what makes an advertising man or a salesman.

←※→

Complaints

We have always felt that many of the best refinements in our service have been the direct result of complaints that have come to us. Every criticism received is accepted as an urge to correct whatever may be at fault. In training our people we emphasize the value of complaints, encouraging them readily to admit errors, and to be forthright and honest in accepting blame. There is little or no need of giving rise to further dissatisfaction, and perhaps bitterness, by trying to dodge responsibility, and there is much to be gained by recognizing our faults and taking steps to correct them.

"Asco" Opaque

A red water color that is used to block out backgrounds on negatives. Ground extremely fine, it flows freely from brush, ruling pen or airbrush. Its exceptional opacity

BLOCKS OUT WITH A SINGLE STROKE,

leaving a thin, smooth film of opaque. Dries quickly. Will not crack or chip off.

PRICES

No. 0—2½ oz.	$0.50
No. 1—9 oz.	1.25
No. 2—18 oz.	2.25
Quart—75 oz.	7.50

←※→

Use For An Old Electric Light Bulb

When C. H. Poland, Jr., of Poland's in Memphis, Tenn., accidentally threw a dead bulb into the print washer, he made an important discovery. The bulb bobbed up and down in the washer; the tank was draining at the time and the sinking water sucked the bulb over into the drain. "We noticed that when the water sucked the bulb into the hole, that stopped the outflow, so the washer began to fill up again until it reached a height sufficient to float the bulb, when the process repeated itself. As a result, we took a burned-out No. 2 photoflood, put a piece of tape around the neck to keep it from cracking or breaking, and now we use it all the time instead of a stopper. The drain hole is 2 inches in diameter, and when the bulb sinks down the tank fills to about 3 inches before it again lifts the bulb out. Before we tried this we used a stopper, and the water spilled over the top of the tank, which increased the washing time. Now the water still comes from below, yet the hypo keeps draining out at the bottom with fresh water coming in. We use less water and wash the prints more quickly. The operation is entirely automatic."

From Professional Photographer.

"Sussman Mounts Are Paramount"



Sterling Easels

Sample on receipt of List price

Ciratone Coated Cover and Insert Stocks—Gray and Neutral—Slip-in Style—Serrated—Edge Underlay

Neat, sturdy, very effective, are all descriptions which fit this recent noteworthy addition to the SUSSMAN fore-front style line.

The STERLING is a moderately priced easel in regular outside sizes and is a real value.

A complete range of sizes will accommodate all your requirements in an easel style.

Print Size			*Outside Size*	*Price per 100*
3	x 5		4¾x 6⅞	$ 5.75
4	x 6		5⅝x 8⅝	7.25
5	x 7		6¾x 9½	8.50
7	x 5	Group	8⅞x 7⅝	10.25
6½x	8½		9½x12½	14.00
8	x10		10 x13½	15.50
10	x 8	Group	12½x11	16.00



Kelvin Easels

Creation Coated Duplex Cover and Insert Stock—Serrated Edge Underlay—Slip-in Style—Gray and Neutral Shades

Strikingly modern in stock and design, most attractively framing photographs, aptly describes the Kelvin easel. In oversized dimensions throughout all the sizes in which it is made, it is a style which once seen, will demand instant attention and produce customer demand for additional pictures.

Print Size	*Outside Size*	*List Price per 100*
3x4	4¾x 6¾	$ 6.00
3x5	5⅜x 7⅝	7.50
4x6	6⅛x 9	9.00
5x7	7⅛x10⅛	10.00
8x10	10 x13½	16.50
10x8 Group	12½x11	17.00

Samples of any Sussman Mount sent on receipt of 15 cents

HIRSCH & KAYE

Distributors

Potassium Bromide U. S. P. II

(Granulated)

Chemical Formula: KBr

Characteristics: The function of Potassium Bromide is to restrain too rapid development.

Adding a little to the developer produces the effect of making the developing agent more selective, so that it will not reduce the silver salt on the unexposed surface. At the same time, larger amounts of carbonate may be added to increase the speed of the developer, without bad effects.

Most common developing solutions contain (1) a reducing agent, such as PICTOL, Elon, Hydroquinone, etc.; (2) a preservative, such as Sodium Sulfite; (3) an accelerator, such as Sodium Carbonate; (4) a restrainer, a Bromide. Potassium Bromide retards development and is used to prevent "fogging" of unexposed areas.

Produces Warm Tones. The restraining influence of Bromide in the developing bath plays an important part in the richness of the warm color tones. Slightly increasing the Bromide over and above the amount needed to prevent stains, yields increasing warmer tones.

When your formula calls for a saturated stock solution of Potassium Bromide:

A saturated solution of Potassium Bromide is indicated in many formulas. This, however, may be inaccurate, due to the fact that the amount of bromide in solution will depend upon the temperature. Instead of using a saturated solution, we recommend making a 10 per cent solution of Potassium Bromide; that is, one ounce of bromide dissolved in water, making ten ounces in all.

A solution of this concentration will not be affected by changes in temperature, so that its strength is always the same. Ten drops of this solution equal one grain of Potassium Bromide.

←⁂→

For Economy

Two auxiliary backs, permitting 4 x 5 plates or film to be used in Graphic Holders on the 5 x 7 Eastman View Camera No. 2D, should now be more in demand than ever.

While they have many uses in black-and-white photography, they will effect even greater economies with Kodachrome Professional Sheet Film.

Of sturdy construction, these two accessories are of the same attractive finish and durable materials as the View Camera they fit.

5 x 7—4 x 5 Reducing Back for Eastman View Camera No. 2D, 5 x 7, fitted with Graphic Film or Plate Holder, $16.

5 x 7—4 x 5 Eastman Sliding Ground Glass Carriage, permitting either one or two exposures to be made on 4 x 5 plates or films—either black and white or Kodachrome. This carriage accepts 4 x 5 Graphic Film or Plate Holders. You will be impressed by its convenience and practicability. $18.00.

←⁂→

Something You May Not Know

We wonder if our readers know that the Eastman Kodak Company, at Rochester, has arranged for and provided homes for 118 children of British employees of the company. These children have been established in the homes of Kodak employees and many have been enrolled in Rochester schools.

To the parents of each child, Kodak sent a photograph of the child in its new home and surroundings, and a comforting letter assuring them of the child's excellent care.

Kodak Anastigmat F/7.7 Lens, 8-Inch

Now Available in No. 2 Supermatic Shutter

Blade Arrester Is Convenient New Feature

THE Kodak Anastigmat f/7.7 lens, 8-inch widely used in medical and scientific photography, is now available in the No. 2 Supermatic Shutter with self-timer and blade-arresting mechanism, the Eastman Kodak Company announces from Rochester.

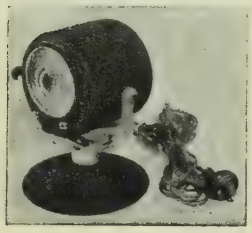
The blade-arresting mechanism, a new feature, is particularly convenient when focusing is by ground-glass but exposure time is in the snapshot range. The mechanism permits the operator to open the shutter blades for focusing without setting the shutter for "time." Thus the shutter can be set for any desired speed, in advance of focusing, and the need of re-setting is eliminated.

Regularly supplied on the Eastman Clinical Camera, the Kodak Anastigmat f/7.7 lens, 8-inch, is suitable for any conventional view or commercial camera which accepts 5 x 7 or smaller film and has the interchangeable lensboard feature. This lens, in No. 2 Supermatic Shutter, complete with lens cap, cable release, and mounting flange with countersunk screw holes, retails for $38.50.

ACADEMY SPOTLIGHT

This is a table model spotlight, with a broad base to insure stability. The lamphouse is 4 inches long and 4½ inches in diameter, fitted with a 3-inch Freznel type (Bull's Eye) lens. Provision is made for use of a ground glass diffuser, if desired (but not furnished).

The lamphouse is mounted on a Y frame, adjustable at any angle. The lamp is a double contact, bayonet type T-8 lamp, backed by a reflector and mounted on a track to permit focusing for circles of light of various diameters.



Rubber covered cord and switch are included.

PRICE

Without lamp	$6.95
T-8 bayonet type 150-w lamp	1.30

Japanese Crash Camera Market

Nipponese turning out many obvious imitations of popular German precision photo products even to mimicking names of best known cameras.

AMERICANS returning from Japan and other parts of the Orient are bringing authentic reports, accompanied by printed proof, that the Japanese are going in for manufacture of photo products, particularly imitations of German cameras, on a large scale. These returning travelers add that the Japanese are making no bones about their determined attempt to try for a world market with these cameras, even hoping by low pricing of such instruments to wrest leadership throughout the world from Germany, United States and other countries.

As part of this invasion of the world photo market they are launching magazine propaganda for all countries, even challenging the world on the manufacture of fine shutters.

GERMAN PRODUCT COPIED

An English edition of a photo magazine published in Tokyo reveals, by illustration and trade names, the almost brazen manner in which Japanese manufacturers are imitating popular German camera models and names. One maker and wholesaler, with a minicam that is almost a twin, in appearance, of the Leica, has christened it the Leotax. In fact, this maker, Misuzu Syokai, unblushingly proclaims it as "closely resembling the Leica camera."

There is another Leica-looking model just launched by still another manufacturer, called Lyrux.

Cameras resembling the Rolleiflex models are named Rolle Konters. Two pages of illustrations are devoted to showing every working part and screw of the Rolle Konter.

Many other cameras and photo products, bearing striking resemblance in styling and names to those formerly manufactured by Germany, are being advertised. What they call the Semi-Clover is a Voigtlander Bessa type. Then there is the Weltax that by name and lines reminds one of the Weltini.

Using the American advertising phrase, "smaller than a match box," one Nipponese manufacturer has turned out a tiny minicam called the Guzzi.

OTHER PRODUCTS

An exposure meter now being made in Japan, resembling the Leudi type, has been trade-named Lumy.

Another company is marketing a film called Chromex Oriental Film whose package or carton might be taken for an Eastman packaging at quick glance.

—*Photographic Dealer.*

Kodak Print Lacquer

Kodak Print Lacquer has been developed for use on the face of prints to insure them against marks, dust, and abrasion. Lacquered prints may be washed with soap solution. This coat protects oil-, water-, and dye-color prints.

KODAK PRINT LACQUER	*List*
Can (8 oz.)	$ .60
Can (1 gallon)	5.50

Kodak Acid Rinse Bath

With Indicator

This new rinse bath has the property of turning purple when the rinse bath is exhausted, thus giving instant warning that the bath must be discarded.

KODAK ACID RINSE BATH WITH INDICATOR	*List*
Bottle (1 gallon)	$ .40

How One Photographer Protects His Collection

A photographer located in a manufacturing center was faced with a problem of deferred or extended payments on pictures delivered. He drew up a form of agreement of Order Release and Acceptance which is signed by customers who want time payments when pictures are delivered. The plan has worked so well, and collections are so regular, that he kindly gave us permission to reprint the form he uses.

Photographers are welcome to make use of this if they wish.

ORDER RELEASE AND ACCEPTANCE

Date.....
Your town, Calif.

I hereby acknowledge receipt of order No..... prepared for me at my request by YOUR STUDIO, your town, California. Total amount of order $....., upon which $..... has been paid. The balance of $..... will be paid .....

.....
Customer's signature

.....
Customer's address

.....
Place of employment

California Sales Tax Not So Bad?

In a mid-West trade paper we learn that photographers in Missouri are assessed for sales tax on films, plates, chemicals and other material they require. The fact that the cost of these items may be included in the final price charged for photographs does not exempt the photographer from paying tax on those items he uses and consumes and does not actually resell. Frames and mountings, as in the California tax plan, are considered resold by the photographer and he pays no tax on them.

Clyde E. Bush of the Marysville Photo Service, and **Myrtle M. Edwards,** were married November 16 at Carson City. We were pleased to receive one of their cleverly prepared announcements.

A Most Versatile Product

Photographer's Hypo is one of the least expensive and most versatile of all chemicals we distribute. The use of Hypo in fixing solutions is taken for granted, but Hypo has many uses.

One of the first non-photographic uses of Hypo was its use as a substitute for ice in skating scenes on movie lots. We have already mentioned the use of Hypo to prevent celery from turning red during shipment. And now we hear of another use.

At CCC camps, before using showers, or swimming, the boys dip their feet in a solution of Hypo as a preventive of athlete's foot. It is also used as a non-irritating fungicide. What next?

Christmas Greetings From Over There

We publish a letter received from an employee on leave, now in England, for it contains first-hand observations that must be of interest.

October 31st.

Dear Mr. Magnus:

In a letter from Thomas, some few months ago, I read that you had written to me some time along at the beginning of the year. The letter never reached me, I am sorry to say. But that is the fate of many letters in these days, I am afraid. The marvel is that so great a number *do* arrive at their destinations.

At Hirsch & Kaye's Christmas business is swinging into high gear, I suppose. The war has not, I hope, had too adverse an effect on it. I think about you all very frequently, and the thought that it would be very pleasant to be able to walk in and see you is often in my mind. I take it for granted that most of the people are with you still.

Not much news comes to me from California now. Frequent letters arrive, but all of them busily discuss the war; which, after all, is natural. Your press, if not more full of the matter, is most likely much more strident over it.

But I suppose life goes along much as usual, except for the activities caused by the Presidential election. The Fair will be closed now, I take it. Was this second year an improvement financially on the first? I saw in yesterday's paper that the New York Fair had finished and that the attendance had been fifty-five million. That is quite a bunch of people, but whether or no it is enough to make a world fair a success or a failure I haven't the faintest idea

Here we are beginning to accept the war as we do measles, late trains, thunderstorms and all the more irritating events of life. To tell the truth, I formed an immense admiration for this people after seeing their behaviour under the most trying circumstances. I have seen them going about their ordinary every-day affairs, shopping, serving in shops, waiting for street cars on the sidewalks (or rather waiting on the sidewalks for street cars), doing household duties, and so on, while Hun planes droned overhead and while my own "innards" have been turned to ice by the whistle of falling bombs. Whether people aren't as scared as I am, or whether they just don't show it, I don't know.

Some, I believe, aren't scared. Yesterday I was in London helping a friend (a neighbour from San Francisco, by the way), whose house had been destroyed over her head one night, and who, with three other people, had had an extraordinary escape, to sort and collect her belongings. She was not a bit perturbed by the Hun planes that came over while we were there, and said that they really didn't bother her in the slightest. After such an experience one would have expected her to have a holy fear of them.

If this were a telephone instead of a typewriter, you would at this very moment hear a Nazi plane chug, chugging away overhead and the guns roaring away at it. While I sit with my ears very much on the cock to catch the sound of anything falling, I cannot, I am afraid, confess to the same imperturbability as my friend.

People really are marvellous, though. Scared or not, they do their job, and that is real courage. The way in which the fire services, air-raid wardens,

(Continued on Page 23)

A. K. DILDILIAN

Complete Art and Negative Alteration Service

339 NORIEGA ST. SAN FRANCISCO
OVERLAND 6820

Photographers

Write for 1939 Catalog and price list, genuine oil portraits—pastels, or rebuilt damaged portraits.

Convex glass and portrait frames.

VICTOR PORTRAIT COMPANY
752 - 13TH STREET, OAKLAND, CALIF.

RETOUCHING
AND
COLORING

11 Years' Experience—Prompt Service

Mail Orders Invited

HELEN R. HALL
HOTEL BERKELEY - BERKELEY, CAL.

FOR SALE

Wholesale photo-finishing plant in the center of California. Has been established for 5 years and is well equipped. Will sell complete with equipment, or will sell the agencies without equipment. Correspondence invited.

Box 2444 THE FOCUS

STERLING TANK OUTFITS

SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output. Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



2 SIZES
12, 19 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
COMPACT
DURABLE
EFFICIENT

The best by test.

FOR SALE

Studio located in residential part of Berkeley. Equipment is high class and sufficient. Rent is reasonable.

Box 2391 THE FOCUS

STUDIO FOR SALE

A model Portrait Studio, high class equipment, low rent, very best location on leading street in Spokane, Washington. Exceptional opportunity. Priced for quick sale, very little cash will handle.

Box 2433 THE FOCUS

Christmas Greetings From Over There

(Continued from Page 21)

stretcher parties, rescue squads and police tackle their work makes one proud to be here.

It's the spirit that will eventually break the Hun, anyway. One needs something more than a lot of dirty tricks with which to withstand a long war, and in a while we shall see whether the Hun can take it as well as dish it out. Personally, I don't think they can.

Anyway, it isn't all war here. With the sound of aeroplanes absent, the habitual peace of the countryside lies like a blessing over the hills, woods and fields. The trees are aflame with the yellows, reds, golds and browns of autumn. And with each breeze swirling showers of golden leaves twist and flutter through the air to form bright rivers at either edge of the roadways. I have only to go up the hill beyond this house for about two hundred yards to be in quiet farm lands, and my footsteps very frequently carry me there The ploughs are turning the earth again, and today I talked with an old man thatching a rick and watched four teams of great, docile Shire horses following each other up and down the furrows in their unhurried and comfortingly sane way, while wheeling flocks of rooks and gulls screeched and quarreled in the rear.

This will not reach you very long before Christmas, probably, and, as I may find it difficult to write again in time to send messages of happiness, I will send them now. And please give my warmest remembrances to Mr. Dolan, Mr. Kaye and all other members whom I know. Very sincerely, C. O'C.

Sodium Metaphosphate

This is a water softener for preventing precipitates and scum in photographic developers.

SODIUM METAPHOSPHATE	*List*
Bottle (1 lb.)	$ .50

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It is obvious even to a manufacturer that with all the endless vareities of all kinds of photographic products being offered today, the situation must be confusing to the dealer as well as to the customer. It is true that many products of doubtful merit are being sold because of the pressure of advertising, and it is unfortunate that the dissatisfaction which they cause backs up on the dealer who sold them, rather than the manufacturer who is really responsible. It seems to us that the only safe course for the dealer is to try to sell products which have earned his confidence, and to be very plain in acknowledging his unwillingness to recommend those of which he has doubts.

Mrs. Kramer, wife of **Mr. Al Kramer,** photographer of Santa Cruz, paid us a hurried business visit during the holiday season.

* * *

Mrs. Raymond Walters and her brother visited our offices recently on a business trip. Mrs. Walters is the wife of the owner of the Photo Art Studio in Lodi, California. We hope that her brother arrived home in time for that basketball scrimmage.

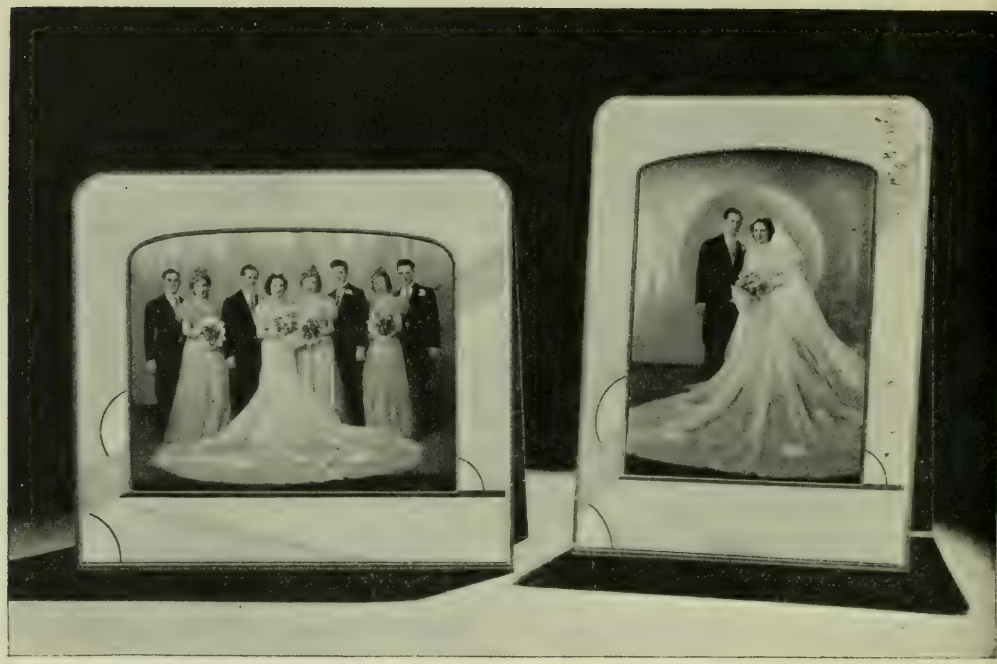
←⁂→

Do not leave your exposure meter in bright sunlight with the cell unprotected. An excessive exposure to an intense light source will harm the cell.

* * *

In all lens diaphragms there is a certain amount of play. Where it is necessary to have the stop absolutely true, open up the diaphragm to its widest opening and then close down to the desired mark.

A Three-Piece Inslip Easel, Gray Only



THE CORONADO

Two-toned gray coated cover stock with white insert, linen finish with delicate silver design.

Use this style for your upper price bracket—it will appeal instantly to those having wedding pictures made and stimulate the desire for more photographs.

Have the salesman show you the CORONADO, or for ten cents we will mail you a sample of the 4x6 size.

EASTMAN KODAK COMPANY

[TAPRELL LOOMIS DIVISION] CHICAGO, ILLINOI

Jerry's Corner



By Himself

Believe it or not—
THIS IS A CHRISTMAS CARD!!

"Well this is the darndest card I've seen,
The product of some curious "bean,"
It ain't adorned with silver dust
And has no pictures on its bust;
Who ever sent it had *some* crust"—

SAYS YOU.

"You're perfectly right in what you say,
It's a heck of a card for *Christmas Day*.
But though the card may merit complaint,
Don't squawk at the lack of design and paint—
There's Good Wishes on it, darned if there ain't"—

SAYS I.

JERRY.

Bargain Lenses for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering.
Description and illustration of any article gladly sent on request.

Lenses not specified in shutter, are in barrel mount.

Bausch & Lomb 1C Tessar F4.5 lens, $7\frac{7}{16}$-inch focus.
Bargain Price **$35.00**

Ross Homocentric F6.3 lens, 6½-inch focus, in Acme shutter.
Bargain Price **$32.50**

12-inch Goerz Syntor F6.8 Lens in barrel.
Bargain Price **$42.50**

Rodenstock Eurynar 6½-inch F5.4 lens in Autex shutter.
Bargain Price **$12.50**

Carl Zeiss Convertible Protar with 22, 29 and 35 cm. elements (2½ cm. or 25 mm.=1 inch). Lens is mounted in Compur Shutter.
Bargain Price **$95.00**

Kodak Anastigmat 8½-inch F4.5 lens.
Bargain Price **$42.50**

4⅜-inch Radar Extreme Wide Angle 110 Degree F16 Lens. Will cover 5x7.
Bargain Price **$27.50**

B & L Ser. IV Protar, 5x8 in Volute shutter.
Bargain Price **$28.50**

Schneider Xenar 11⅜-inch F4.5 lens.
Bargain Price **$110.00**

Bausch & Lomb 4⅜-inch 1C Tessar, F4.5 in rim-set Compur shutter.
Bargain Price **$27.50**

6½x8½ B&L 10-inch 1C Tessar.
Bargain Price **$72.50**

Sigmar Portrait lens, 16-inch focus, F4.5 in Studio shutter.
Bargain Price **$85.00**

Cooke Portrait Ser. IIA portrait lens, 9½-inch, F3.5.
Bargain Price **$65.00**

8¼-inch F4.5 Cooke Aviar in Sunk mount.
Bargain Price **$59.50**

Ilex Anastigmat 7½-inch F7.5 in Universal shutter.
Bargain Price **$16.00**

Wollensak Verito, soft focus lens, F4, 8¾-inch.
Bargain Price **$29.50**

Schneider Xenar, 13.5 cm. focus, F4.5.
Bargain Price **$65.00**

Dallmeyer, 14-inch F5.6 telephoto.
Bargain Price **$65.00**

Bausch & Lomb 140 mm. telephoto for National Graflex.
Bargain Price **$39.00**

Zeiss Unar lens, 5⅜-inch F4.5 in Compur shutter.
Bargain Price **$23.50**

Zeiss Tessar, 18 cm., F4.5 lens; like new.
Bargain Price **$52.50**

Telephoto for Korelle Reflex 13.5 cm. F4.5 Xenar.
Bargain Price **$65.00**

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering
Description and illustration of any article gladly sent on request.

Eastman 15-inch Metal Trimmer. Looks like new.

Bargain Price **$17.50**

Halldorson Home Portrait Portable Twin Arc. A good lamp for proofing or for commercial jobs.

Bargain Price,
without stand **$12.50**

Carrying Case for Duplex Jr. Twin Arc Lamp; also suitable as miscellaneous equipment case. Strong, made of heavy fiber, reinforced.

Bargain Price **$4.50**

Cooper Hewitt M Tube Outfit for A.C. Complete on stand and ready for use. Ideal enlarging light for 8x10 negatives. Does away with condensors.

Bargain Price **$98.00**

Glass Jugs, transparent and clear.

Bargain Price ..... **15 cents ea.**

Johnson Hi-Lite Ventlite, adjustable to 7 feet on stand provided. Reflector has 6½-inch square opening, with adjustable wings. Uses 500-watt T20 or #1 flood lamps.

Bargain Price **$7.50**

Sun-Ray #35 Lamp with 6-foot folding stand. Deep type reflector with mogul socket for #4 flood lamp. Can be tilted many directions.

Bargain Price **$11.50**

Testrite Trio, three-reflector unit. Each reflector individually controlled. Has dim-bright switch and 4-foot stand. Uses #1 flood lamps.

Bargain Price **$7.75**

National Graflex Camera with F3.5 lens. Camera has been used but is in fine condition.

Bargain Price **$49.50**

Kodak Interval Timer. In good condition.

Bargain Price **$3.50**

5-lb. bottles of **Formaldehyde.**

Bargain Price ..... **$1.75 ea.**

Gadget Bags. Made of imitation brown leather such as is used for upholstering, and will last indefinitely. Contain numerous interior pockets.

Bargain Price **$5.50**

8x10 F & S Home Portrait Camera with 20-inch bellows, four holders and lined leather case.

Bargain Price **$37.50**

Pako Liberty model Print Dryer for matter prints. Gas heated.

Bargain Price **$49.50**

Kalart Micromatic Synchronizer, complete with bracket. Used, but looks like new.

Bargain Price **$7.50**

Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering
Description and illustration of any article gladly sent on request.

8x10 Studio Camera with sliding ground glass back, for two exposures on 8x10. Has 20-inch bellows.

Bargain Price **$35.00**

Studio Posing Chair, with adjustable seat. A popular model.

Bargain Price **$4.50**

Beattie Porto Pan Studio Lamp. Takes four #2 flood lamps. Has High-Low-Medium switch and 5-foot folding stand. A good studio or portable lamp.

Bargain Price **$37.50**

Johnson Studio Modeling Ventlite. Has a 23-inch diameter round reflector, silk diffusion screen and cord. Complete with stand, and in excellent condition.

Bargain Price **$37.50**

Graflex Enlarger Printer, without lens. Really new, a demonstrator.

Bargain Price ..... **$49.90.**

Bell & Lair 5x7 Printer Enlarger with 6½" F4.5 lens; can be illuminated with flood lamps or a Cooper Hewitt mercury tube. Furnished without lights.

Bargain Price **$23.50**

Emerson DC Motor, 1/20 H.P., 1750 R.P.M., 110-volt. Good for home-made equipment, requiring a motor.

Bargain Price **$2.50**

Wratten 8x10 Safelite Lamp #2. Looks like new.

Bargain Price **$6.50**

12-inch Easy Wringer. Suitable for 10x14 plates.

Bargain Price **$7.50**

8" Hot Point Immersion Heater. Has a 500-watt heating element.

Bargain Price **$3.95**

Lantern Slide Storage Box for 25 3¼x4 slides.

Bargain Price **75c**

8x10 Crown Printer, hand operated. One of the most popular and best known printers on the market.

Bargain Price **$22.50**

Sun-Ray #3 Lamp with two chain-pull sockets in 12½-inch reflector, on 7-foot folding stand.

Bargain Price **$7.25**

Retouching Desk, wood folding type. Looks like new.

Bargain Price **$5.50**

Halldorson Home Portrait Four-Lamp Outfit, in case which, when opened, seems as cabaret and provides reflector for each lamp. Uses 500-watt T20 or #1 flood lamps. No stand provided.

Bargain Price **$15.00**

Eastman Diffusion Disks #1 and #3 for Auto Focus Enlarger. These disks measure two inches in diameter.

Bargain Price ..... **$5.50** each

10A Studio Camera with sliding ground glass carriage with 8x10 to 5x7 back and regular 8x10 back. Has kits for two on 8x10 and two on 5x7 films. Includes 8x10 and 5x7 film holders. A new bellows has been fitted to the camera and the stand is the popular Semi-Centennial style.

Bargain Price $135.00

Baby Posing Chair on adjustable stand.

Bargain Price $4.50

Pair of **12-inch Condensers** in book type mount. Look like new.

Bargain Price $29.50

8x10 View Camera fitted with back and carrier for use as a 5x7 enlarger.

Bargain Price $17.50

5x7 Pony Premo View Camera, 19-inch bellows, and R. R. lens, and one film holder.

Bargain Price $18.50

5x7 View Camera, 15-inch bellows, swing back, rising front, 5¼-inch square lens board. Looks like new.

Bargain Price $15.00

M.C.M. Photo Meter, Model H.

Bargain Price $3.85

Print Gloss Dryer, 10x14, with Chrome Plate, electric heated.

Bargain Price $4.95

Two-inch Retouching Glass with handle.

Bargain Price $0.60

Kalart Micromatic Synchronizer, complete with flat battery case. Like new.

Bargain Price $8.50

Mendelsohn Universal Synchronizer, fitted for Leica Camera. Like new.

Bargain Price $16.50

Kalart Senior Micromatic Speed Flash Unit consisting of 7-inch reflector, 9-volt battery case with batteries, Micromatic Synchronizer, permanent Shutter Adapter, consisting of Compur fittings and complete set in instructions for ready assembly.

Bargain Price $11.00

MUNDER FLASH LAMPS

To close out our line of Munder Lamps, we offer the following stock:

36 Standard size Blue Flashbulbs—
Bargain Price ..... 12c each

287 Regular size and type Munder Lamps—
Bargain Price ..... 12c each

40 Small size Regular type lamps—
Bargain Price ..... 10c each

Multiflash Unit for firing from one to six #5 G.E. or other bayonet type bulbs. Consists of six individual sockets on a central hub, behind which is a reflector. It is easily attached and permits the use of any desired number of bulbs up to six.

Bargain Price $5.95

Mergon 8x10 Cold Enlarging Light. Provides evenly spread illumination; no heat. Will fit on 8x10 vertical enlarger.

Bargain Price $16.50

POBCO GADGET BAGS

These are made of the same grade of fabricoid used in upholstering, which insures longest life. They have a zipper top, with one outside pouch 6x8 inches and an inside pocket with zipper fastener, of same size. There are three smaller pockets inside. The bag measures 3½x9½x7 inches tall, inside measurement. The bottom is reinforced with four metal pegs and a shoulder strap is included.

Bargain Price $5.50

And Now . . . .

Blentone

Background JUNIOR

You've seen and heard of the success of the two larger, popular size Blentone Backgrounds. And now comes JUNIOR!

Suitable for Amateur, Passport and Employee Identification photography—Consists of a carrier attractively finished in walnut —Compact, light weight, portable but sturdy in construction—weighing 5½ pounds.

Within is a roll-up Blentone Background duplex screen 3′ x 3′—Pyroxylin impregnated to make it durable, washable and non-cracking—One side Dark Green for soft black—Reverse side Ecru for glareless white. Can be set up at studio, home, field, garden or wood.

Blentone Background JUNIOR is the "thing" to use for smaller prints.

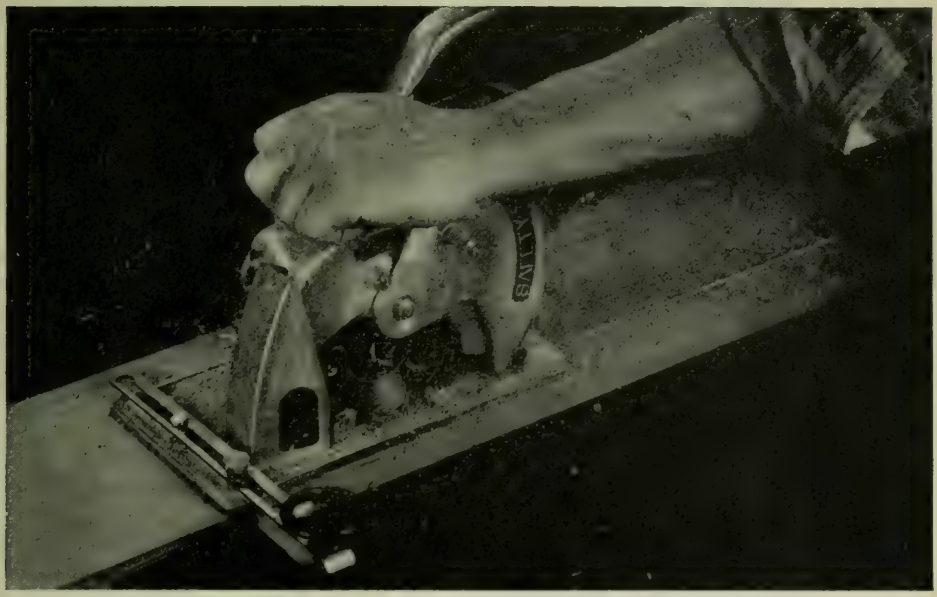
Price — $5.00

CHRISTMAS TIME REAWAKENS
THE APPRECIATION OF PLEASANT ASSOCIATIONS
AND REKINDLES THE WARMTH OF FRIENDSHIPS.

TO YOU WHOSE FRIENDLY SUPPORT DURING THE PAST YEAR
HAS CONTRIBUTED SO GREATLY TO OUR WELFARE
WE EXTEND CORDIAL AND APPRECIATIVE THANKS.

MAY YOUR NEW YEAR BE HAPPY
AND PROSPEROUS.

THE HIRSCH & KAYE ASSOCIATES



KODATRON SPEEDLAMP *Flash of 1/30,000 Second Freezes Motion*

THE saw in the illustration above, traveling well over 1,000 r.p.m., was stopped cold, with sawdust in air, by a Kodatron Speedlamp flash.

No human motion is too fast for this lamp. Models need not be posed and the fastest motion of athletes, dancers, active children, or nervous animals is easily caught by this powerful light.



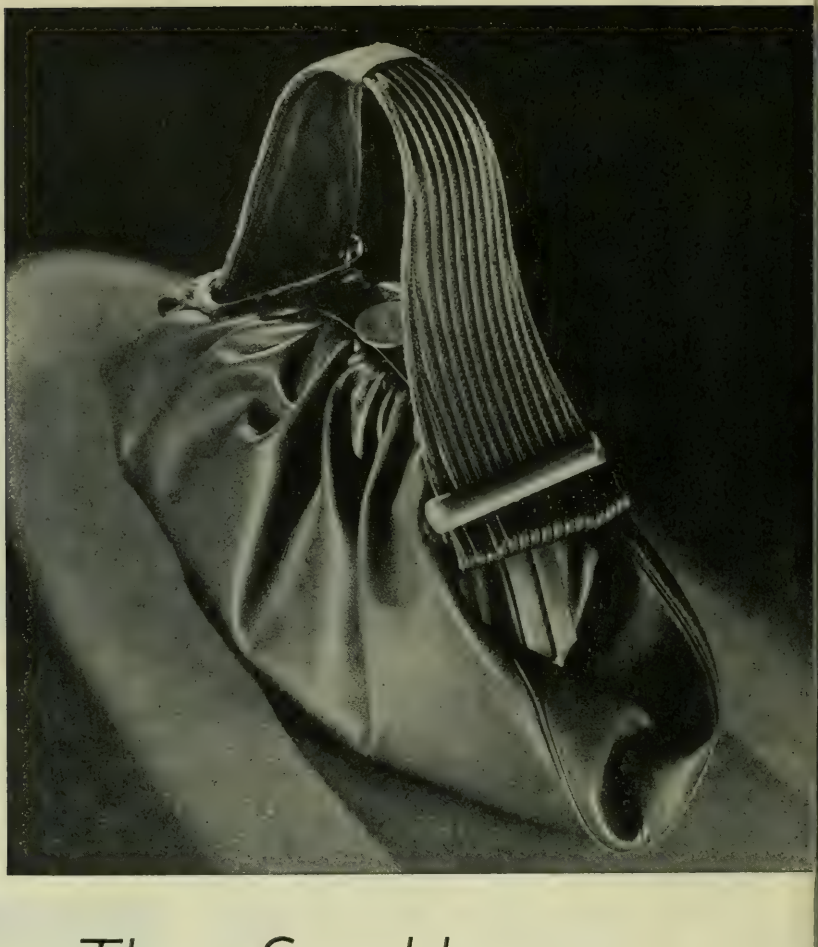
EFFICIENT AND ECONOMICAL OPERATION

The Kodatron Speedlamp consists of a power unit, flash tube, and reflector on an 8-ft. telescoping stand equipped with rubber-tired casters. The power unit converts 110-volt 60-cycle alternating current to 2,000 volts, stores it in a condenser, and a Strobotron Tube discharges it through the Kodatron Flash Tube in 1/30,000 second. The gas-filled flash tube has a life of over 5,000 flashes. The quantity of light generated is sufficient to produce a fully timed negative of a subject 50 feet away at f/11. A modeling light within the tube gives a preview of the light balance on the subject. Shutter synchronization is simple.

Kodatron Speedlamp complete, including power unit, Kodatron Flash Tube, 18-inch reflector, telescoping standard and synchronizer cord . . . . . $400.
Kodatron Flash Tube (replacement) . . . . . 30.

Complete descriptive circular on request

EASTMAN KODAK COMPANY, ROCHESTER, N. Y.



Results That Sparkle

SPEED is only one quality of Eastman's fast Ortho-X and Tri-X Panchromatic Films. Whatever the subject or the speed required, the negatives made with these films reproduce fine textures with true gradation and sparkling brilliance. They have all of the qualities essential to fine commercial and illustrative photography plus lots of speed. The illustration above is from a Tri-X negative.

EASTMAN KODAK COMPANY, Rochester, N. Y.